



XX Commonwealth Games

Omnibus Research Report

Commonwealth Games



GLASGOW COMMONWEALTH GAMES OMNIBUS RESEARCH REPORT

Vicky Wilson & Duncan Stewart (TNS)

Scottish Government Social Research
November 2014

This report is available on the Scottish Government Publications Website
(<http://www.scotland.gov.uk/Publications/Recent>).

The views expressed in this report are those of the researcher and do not necessarily represent those of the Scottish Government or Scottish Ministers.

© Crown copyright 2014

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/> or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or e-mail: psi@nationalarchives.gsi.gov.uk

TABLE OF CONTENTS

1.	EXECUTIVE SUMMARY	1
2.	SURVEY BACKGROUND AND APPROACH	5
	Survey background	5
	Survey approach	5
3.	MEASURING AWARENESS	8
	Spontaneous awareness of the Games	8
	Level of knowledge	10
	Promotional activity awareness	12
4.	CONNECTION WITH THE GAMES	14
	Support for the Games	14
	Personal benefits of involvement with the Games	14
5.	INTENTIONS & BEHAVIOUR	17
	Overall interest in the Games	17
	Tickets: purchase intention & behaviour	18
	Reasons for not attending a ticketed event	20
	Other forms of Games participation	21
6.	EXPECTED GAMES LEGACY	26

LIST OF FIGURES

Figure 2.1	Timing of research waves and key Games milestones	6
Figure 3.1.	Spontaneous awareness of the Games – Scotland & Glasgow City	8
Figure 3.2.	Spontaneous awareness of the Games – England/ Wales	10
Figure 3.3.	Level of knowledge about the Games – a lot/quite a lot	11
Figure 3.4.	Level of knowledge about the games – a lot/ quite a lot	Error! Bookmark not defined.
Figure 3.5.	Awareness of promotional activity for Games – both samples	12
Figure 4.1.	Levels of support for the Games (strongly/ slightly supportive)	14
Figure 5.1.	‘No interest at all’ in the Commonwealth Games	17
Figure 5.2.	Buying tickets for Commonwealth Games	18
Figure 5.3.	Planned visits to Glasgow & Clyde Valley (July 2014)	19
Figure 5.4.	No plans to go to the games but intend to watch on television	22
Figure 5.5.	Watching the Games on TV/ screens	23
Figure 5.6.	Intention to watch the Queen’s Baton Relay	24
Figure 5.7.	Intention to Volunteer at Commonwealth Games	24

LIST OF TABLES

Table 4.1.	Personal benefits of joining in with the Games – Scotland & Glasgow City	15
Table 4.2.	Personal benefits of joining in with the Games – England/ Wales	16
Table 5.1.	Reasons for not attending	20
Table 5.2.	Changes made to normal routine/ travel plans	25
Table 6.1.	Expected Games Legacy	27

1. EXECUTIVE SUMMARY

Background

- 1.1 Between the 23rd July and 3rd August 2014, Glasgow¹ hosted the XX Commonwealth Games, a defining event for the city and for Scotland as a whole.
- 1.2 In 2012, the Commonwealth Games Organising Committee (OC) and the Scottish Government appointed TNS to undertake a quantitative research programme. The objective of this research was to measure progress against key marketing performance indicators (KPIs), and to generate new insights that would support decision making around marketing activity in the run up to Glasgow2014.

Survey approach

- 1.3 This report summarises the main results generated from the inclusion of questions on six separate waves of the TNS Scottish Opinion Survey (SOS) and four separate waves of the TNS GB Omnibus Survey.
- 1.4 Further details on the approach used and the timing of the survey waves can be found in section 2 of this report.
- 1.5 The key objectives for the research were to:
 - Measure and track progress against key metrics including awareness of the Games, recall of promotional activity, interest in and behaviour in relation to the Games.
 - Generate sufficient responses to allow for analysis below the population level.
- 1.6 Further details on the questions featured in each wave, can be found in Appendix 2 (Technical Appendix). Full data tables are available separately.

¹ Sporting events also took place in Edinburgh and Dundee.

Measuring awareness

- 1.7 Awareness of the Games increased significantly between 2012 and 2014 across all of the survey samples. Awareness of the Games amongst Glasgow residents was consistently around 4-5 percentage points higher than the overall Scottish average, with the exception of the final July 2014 wave where the proportions were very similar.
- 1.8 Amongst the Scottish sample overall and in Glasgow specifically, the proportion indicating that they knew 'a lot/ quite a lot' about the Games rose significantly between October 2012 and October 2013, with decreases in June 2013. Levels of knowledge were lower and more consistent amongst the sample in England/ Wales.
- 1.9 There was a significant increase in awareness of promotional activity around the Games in June 2014 across Scotland as a whole, with a high level of awareness also recorded amongst residents of Glasgow.
- 1.10 Across all of the survey waves, there was a clear relationship between awareness of promotional activity and awareness of and interest in attending the Games.

Connection with the Games

- 1.11 In Scotland, following an initial increase in March 2013, levels of support remained consistent with just over three-quarters of Scots supporting the Games. Levels of support in Scotland were consistently higher than those recorded in England and Wales.
- 1.12 Expecting to have fun and feeling pride in Glasgow and/or Scotland being the hosts were the benefits most often mentioned across survey waves amongst the Scottish sample. In most of the survey waves a larger proportion in Glasgow indicated that they expected to obtain personal benefits from the Games than did so in Scotland as a whole.
- 1.13 When the same question was asked of adults living in England and Wales, the expectation for the event to be fun was the most frequently anticipated benefit.

Intentions & behaviour

- 1.14 In Scotland, across the survey waves around a fifth to a quarter of the population indicated that they had ‘no interest at all’ in the Games, with around two in five providing this response in England/ Wales.
- 1.15 By June 2014 a quarter of Glasgow residents, 14% of the overall adult population in Scotland and 2% of people living in England and Wales had purchased or intended to purchase a ticket for a Commonwealth Games event.
- 1.16 Around two in ten of the population in Scotland indicated an intention to visit the Glasgow and Clyde Valley area during the Games², with attending live sporting events at the Games the most frequently mentioned activity.
- 1.17 As would be expected, residents of Glasgow were more likely to indicate an intention to visit, most often for work/ education purposes.
- 1.18 The most frequently provided reasons for not planning to attend the Games across samples were a preference to watch on television and a general lack of interest in sport.
- 1.19 In both April and June 2014 around one in ten residents of Scotland had watched or intended to watch the Queen’s Baton Relay in their area. Across all of the survey waves, around 1 in 20 Glasgow residents indicated that they had volunteered or planned to be involved in volunteering at the Games.
- 1.20 Residents of Glasgow were more likely than the adult population of Scotland as a whole to have made/ intended to make changes to their plans during the Games by either making trips they would not normally have made or conversely, cancelling or postponing a trip to the area.

² Note that respondents were shown a list of activities and asked if they would be visiting to undertake these activities.

Expected Games legacy

- 1.21 In Scotland overall and amongst residents of Glasgow, the largest proportions of the population expected the Games to leave better facilities in Glasgow, to attract more visitors to the country and for parts of Glasgow to be better to live or work in because of the Games.
- 1.22 As the Games drew closer, there was a significant increase at the population level in Scotland in the proportion who felt that people in Scotland would feel proud.
- 1.23 In England/ Wales, a positive impact on tourism was most likely to be expected.

2. SURVEY BACKGROUND AND APPROACH

Survey background

- 2.1 Between the 23rd July and 3rd August 2014, Glasgow³ hosted the XX Commonwealth Games, a defining event for the city and for Scotland as a whole.
- 2.2 Events covering 17 different sports took place over an eleven day period, in addition to opening and closing ceremonies and a range of associated cultural events and programmes.
- 2.3 The G2014 Organising Committee's (OC) remit was to make the 2014 Commonwealth Games a success for Glasgow and Scotland by:
 - Generating high levels of engagement and attendance, with Games' venues full of fervent supporters;
 - Enlisting an army of committed volunteers, eager to be part of the Games and make them an event to remember;
 - Building significant community engagement through events such as the Queen's Baton Relay;
 - Delivering Games that will have a lasting impact on the nation beyond 2014.
- 2.4 In 2012, the Commonwealth Games OC and the Scottish Government appointed TNS to undertake a quantitative research programme. The objective of this research was to measure progress against key marketing KPIs, and to generate new insights that would support decision making around marketing activity in the run up to Glasgow2014.

Survey approach

- 2.5 This report summarises the main results generated from the inclusion of questions on six separate waves of the TNS Scottish Opinion Survey (SOS) and four separate waves of the TNS GB Omnibus Survey.
- 2.6 The SOS is a monthly in-home face-to-face Omnibus survey undertaken with a nationally representative sample of adults

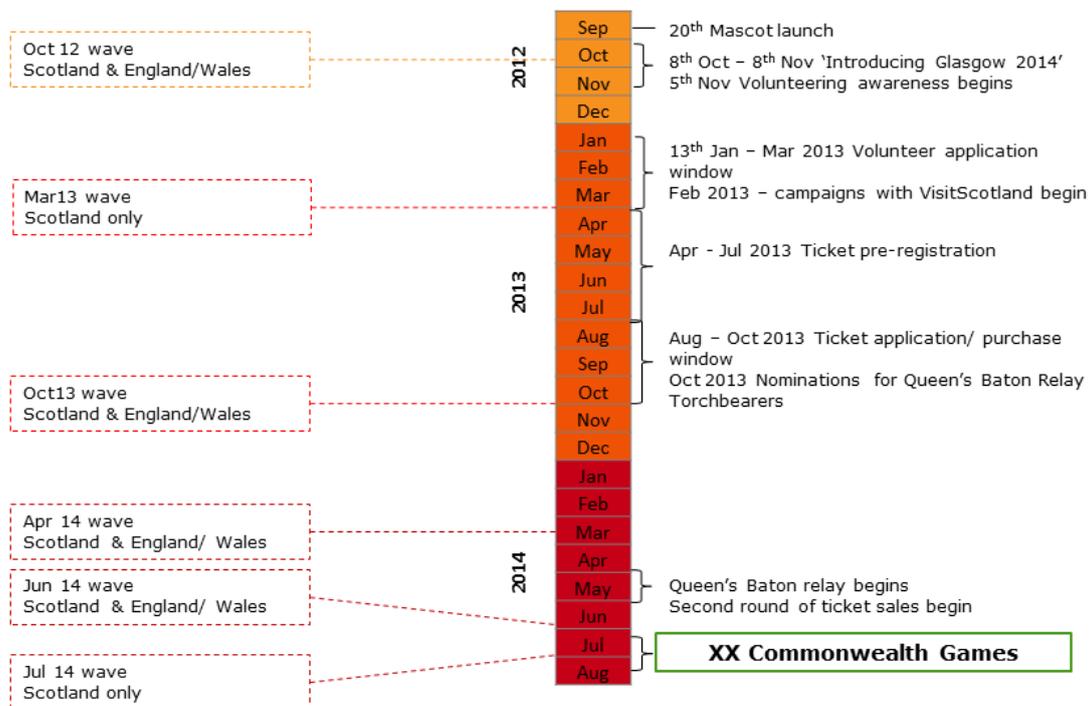
³ A small number of sporting events also took place in Edinburgh and Dundee.

living in Scotland aged 16 and over. The target sample size is c.1,000 respondents per wave.

2.7 The GB Omnibus survey provides a representative sample of adults aged 16 and over living in England and Wales and also uses an in-home face-to-face approach. For this survey, the target sample per wave was c.800.

2.8 As shown in Figure 2.1, survey waves were scheduled in order to provide timely information around key milestones in the run up to and during the Games.

Figure 2.1. Timing of research waves and key Games milestones



2.9 The key objectives for the research were to:

- Measure and track progress against key metrics including awareness of the Games, recall of promotional activity, interest in and behaviour in relation to the Games.
- Generate sufficient responses to allow for analysis below the population level.

2.10 This report presents data collected during all waves of the research programme. Topic areas covered by the research included:

- Awareness and knowledge of the Games;
- Levels of support and supportive actions;
- Ticket purchase interest and action;
- Recall of promotional activity.

2.11 Further details on the questions featured in each wave, can be found in Appendix 2 (Technical Appendix). Full data tables are available separately.

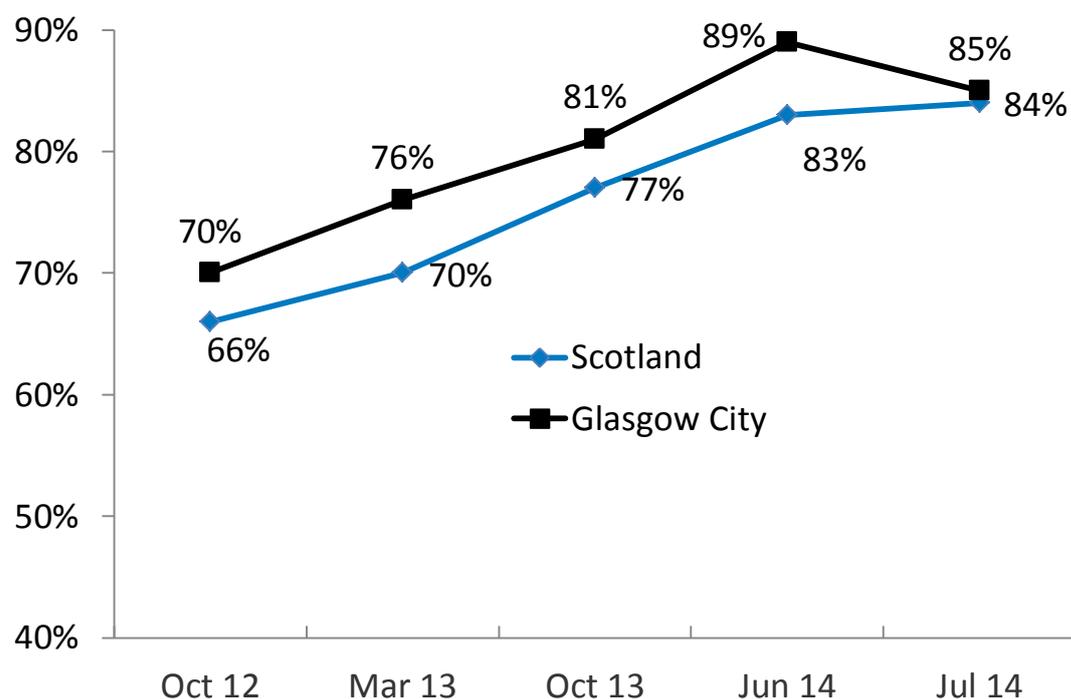
3. MEASURING AWARENESS

Spontaneous awareness of the Games

3.1 In each survey wave, respondents were asked to name all of the sporting events they believed would be taking place in Scotland or the UK over the next few years. This was asked before any other question so that respondents were not influenced by subsequent question wording, therefore providing an accurate measure of spontaneous awareness levels.

3.2 Figure 3.1 shows the proportions of the adult population in Scotland and, more specifically Glasgow, who spontaneously mentioned the Commonwealth Games during the five survey waves where this question was included.

Figure 3.1. Spontaneous awareness of the Games – Scotland & Glasgow City



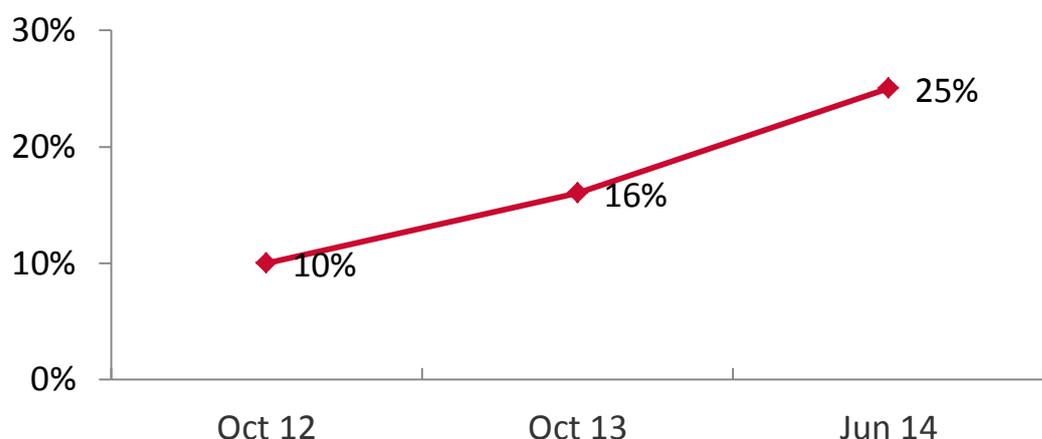
Base: All respondents Scotland (Oct 12 1007; Mar 13 1002; Oct 13 1,010; Jun 14 995; Jul 14 1,003); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125; Jul 14 102)

3.3 Awareness of the Games increased significantly between 2012 and 2014. Around two-thirds of the Scottish adult

population spontaneously mentioned the Games in October 2012 (66%), a proportion which rose to 84% by July 2014.

- 3.4 Between October 2012 and June 2014, awareness of the Games amongst Glasgow residents was consistently around 4-5 percentage points higher than the overall Scottish average. There was a slight but not significant decrease immediately prior to the Games, with the July 2014 figure of 85% very close to the national average for spontaneous awareness.
- 3.5 Across all of the survey waves, spontaneous awareness of the Games within the Scottish population was higher amongst those who could recall seeing or hearing promotional activity connected to the Games. In addition, those in the ABC1 socio-economic groups and those in paid employment were more likely than average to spontaneously mention the Games.
- 3.6 Conversely, those who were not in paid employment, those in the C2DE socio-economic groups and those with a lack of interest in sport were consistently less likely than the average to spontaneously mention the Games as a sporting event due to take place in Scotland in the next few years.
- 3.7 While some demographic differences were apparent throughout the survey, an increasing 'levelling out' of awareness across the population was recorded as the Games drew closer.
- 3.8 As shown in Figure 3.2, compared to the Scottish population, spontaneous recall of the Games was much lower amongst the population of England and Wales. However, as in Scotland, there was a significant increase in spontaneous mentions of the Games as they drew closer – from 10% in October 2012 to 25% in June 2014.

Figure 3.2. Spontaneous awareness of the Games - England/ Wales



Base: All respondents England/ Wales (Oct 12 960; Oct 13 944; Jun 14 948)

3.9 Amongst those living in England and Wales, spontaneous recall of the Games was consistently higher amongst those in the ABC1 socio-economic groups. In addition, those who bought or intended to buy tickets, people aged 45 and over and those with Internet access were more likely than the average to spontaneously mention the Games.

3.10 Conversely, younger members of the population (aged 44 and under), those with children in the household and those in the C2DE socio-economic groups were least likely to mention the Games.

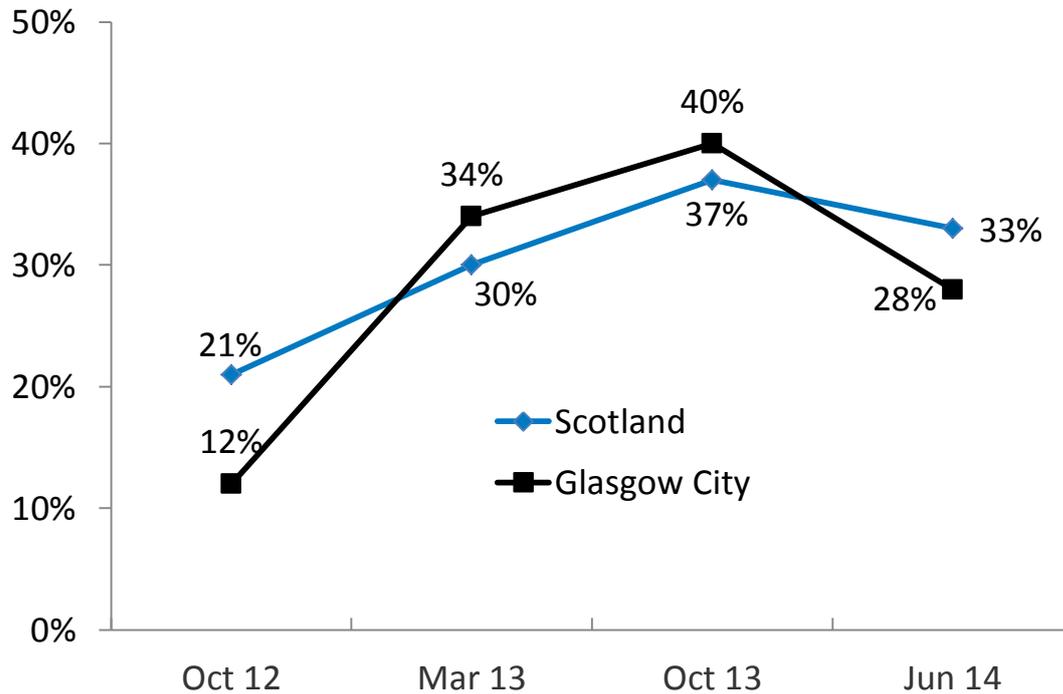
Level of knowledge

3.11 In each survey wave, respondents were asked to rate their level of knowledge of the Games, providing their answers on a 4-point scale from 'a lot' to 'nothing at all' (see Appendix 1).

3.12 Figure 3.3 (overleaf) illustrates proportions of the overall adult population in Scotland and specifically Glasgow, that indicated that they know 'a lot' or 'quite a lot' about the Games. Amongst the Scottish population this proportion increased from 21% in October 2012 to a peak of 37% in October 2013.

3.13 In Glasgow knowledge levels varied more significantly from just 12% stating that they knew 'a lot' or 'quite a lot' in October 2012 to 40% in October 2013.

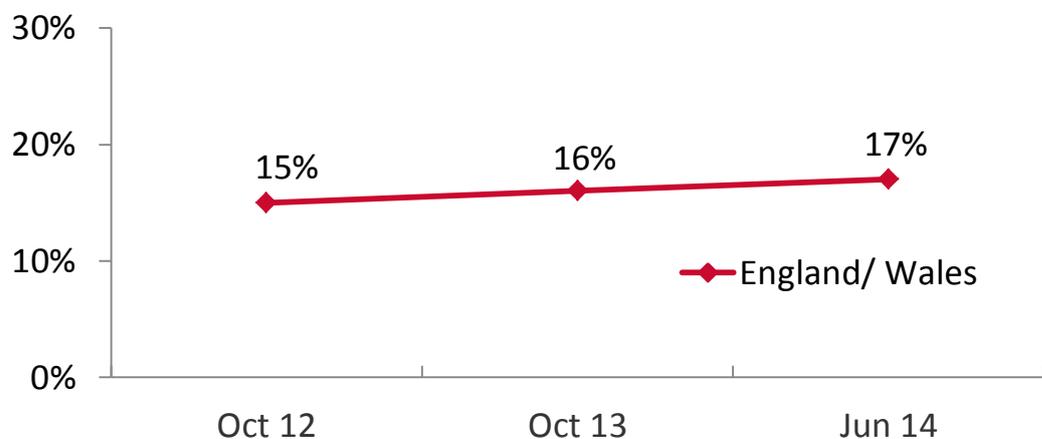
Figure 3.3. Level of knowledge about the Games – a lot/ quite a lot



Base: All respondents Scotland (Oct 12 1007; Mar 13 1002; Oct 13 1,010; Jun 14 995); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125)

3.14 In all of the survey waves, knowledge of the Games was found to be somewhat lower amongst the England/ Wales sample. Also, as illustrated below, there was no significant increase in the proportion of the English and Welsh population stating that they knew ‘a lot’ or ‘quite a lot’ over the survey period.

Figure 3.4.



Base: All respondents England/ Wales (Oct 12 960; Oct 13 944; Jun 14 948; Jul 14)

Promotional activity awareness

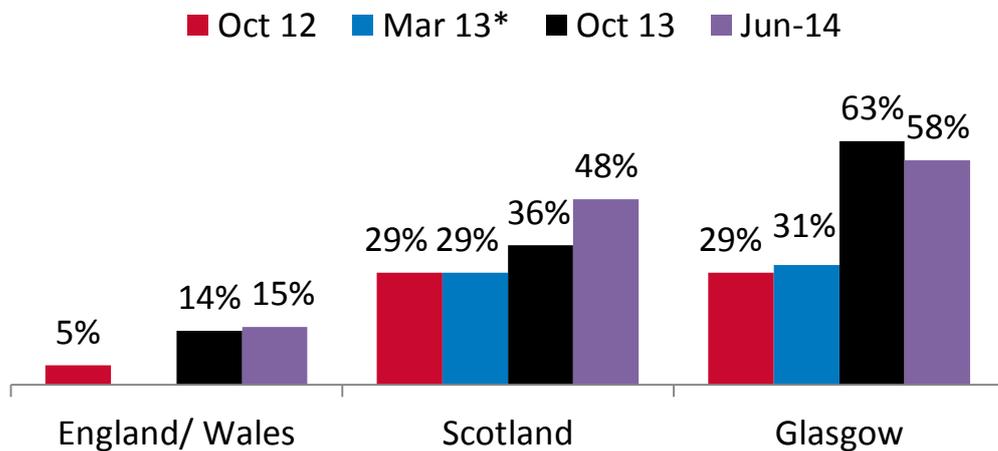
3.15 Tracking awareness of promotional activity connected to the Games was also undertaken as part of the survey.

3.16 As shown in Figure 3.5, in Scotland, around 3 in 10 members of the population indicated an awareness of Games related promotional activity in late 2012 and early 2013. However, a significant increase in promotional awareness was recorded in the subsequent survey waves, increasing to 48% in June 2014.

3.17 Awareness of promotional activity increased even more significantly amongst Glasgow residents with around 3 in 5 stating that they had seen, heard or read something promoting the Games in the October 2013 and June 2014 survey waves.

3.18 While awareness of promotional activity was consistently lower in England and Wales than in Scotland, it also increased significantly as the Games drew closer, from 5% in October 2012 to 15% in June 2014.

Figure 3.5. Awareness of promotional activity for Games – both samples



*Not asked in England/ Wales

Base: All respondents –England/ Wales (Oct 12 960; Oct 13 944; Jun 14 948); Scotland (Oct 12 1007; Mar 13 1002; Oct 13 1,010; Jun 14 995); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125)

3.19 Across all of the survey waves, there was a clear relationship between awareness of promotional activity and awareness of and interest in attending the Games.

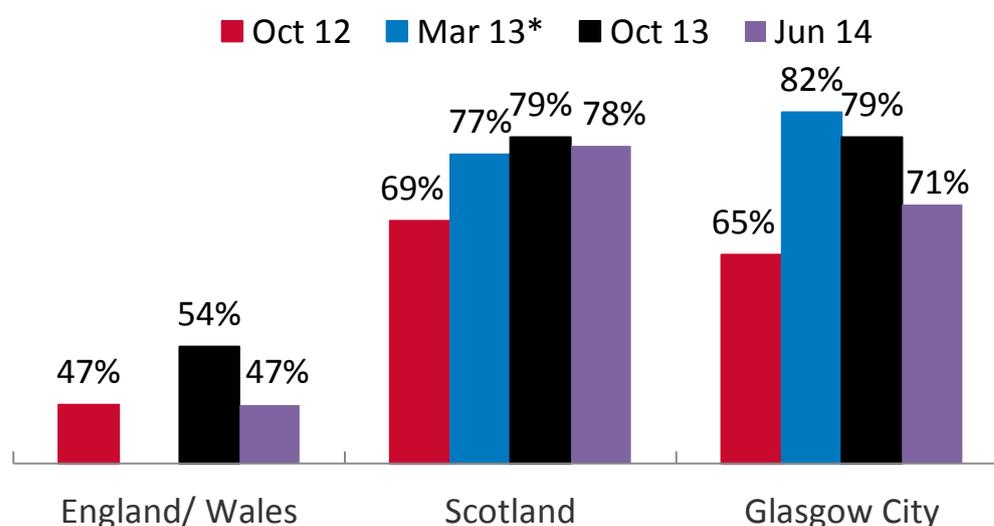
3.20 In Scotland, those in the AB social grades and those who had taken part in sport in the last 4 weeks were more likely than the population average to be aware of any promotional activity.

4. CONNECTION WITH THE GAMES

Support for the Games

- 4.1 In each survey wave respondents were asked to rate their support for the forthcoming Games, providing their answers on 5 point scale ranging from 'strongly against' to 'strongly supportive'. Figure 4.1 illustrates the proportions amongst each of the samples that provided a rating of 'strongly' or 'slightly' supportive.
- 4.2 In Scotland, following an initial increase between October 2012 and March 2013, levels of support remained consistent with just over three-quarters of Scots supporting the Games.
- 4.3 Levels of support in Scotland were consistently higher than those recorded in England and Wales.

Figure 4.1. Levels of support for the Games (strongly/ slightly supportive)



*Not asked in England/ Wales

Base: All respondents –England/ Wales (Oct 12 960; Oct 13 944; Jun 14 948); Scotland (Oct 12 1007; Mar 13 1002; Oct 13 1,010; Jun 14 995); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125);

Personal benefits of involvement with the Games

- 4.4 In the survey waves conducted prior to the Games, respondents were asked to indicate what benefits, if any, they

expected to gain from being involved with the Games. In the July 2014 wave (undertaken during and shortly after the Games) they were then asked to indicate what benefits had been obtained.

4.5 As shown in Table 4.1 below, over the survey waves the overall proportion of Scottish adults expecting a personal benefit from the games ranged from 43% in October to 54%. Expecting to have fun and feeling pride in Glasgow and/or Scotland being the hosts were the benefits most often mentioned across survey waves.

Table 4.1. Personal benefits of joining in with the Games – Scotland & Glasgow City

	Scotland					Glasgow**				
	Oct 12	Mar 13	Oct 13	Jun 14	Jul 14	Oct 12	Mar 13	Oct 13	Jun 14	Jul 14
Any benefit (NET)	43%	55%	43%	48%	54%	59%	61%	46%	67%	80%
Will have fun	20%	25%	16%	17%	24%	18%	39%	15%	25%	33%
Proud Glasgow/Scotland hosting	12%	11%	16%	13%	13%	11%	9%	10%	8%	8%
Get behind Scottish team/athletes	10%	10%	9%	9%	14%	3%	9%	7%	4%	20%
Things to do with family	6%	9%	6%	6%	4%	9%	16%	5%	7%	6%
See athletes in action	7%	7%	4%	6%	8%	4%	7%	5%	6%	8%
Be fitter/healthier	6%	6%	4%	6%	8%	11%	7%	7%	6%	7%
Once in a lifetime event	7%	9%	5%	6%	7%	5%	7%	3%	7%	10%
Things for children to do	6%	5%	5%	5%	3%	6%	4%	8%	3%	4%

Please note that multiple responses were possible.

Base: All respondents Scotland (Oct 12 1007; Mar 13 1002; Oct 13 1,010; Jun 14 995; Jul 14 1003); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125; Jul 14 102)

4.6 In most of the survey waves a larger proportion in Glasgow indicated that they expected to obtain personal benefits from the Games than did so in Scotland as a whole. Due to sample sizes, the July 2014 increase is not statistically significant, however, it does demonstrate a high proportion of Glasgow

residents who expected to gain a personal benefit from joining in with the Games.

4.7 Amongst both the Scottish sample overall and residents of Glasgow, there was a significant increase in the proportion who felt that ‘getting behind the Scottish team/ athletes’ was a benefit of the Games. At a national level this rose from 9% June 14 to 14% Jul 14%, while amongst those living in Glasgow, an increase from 3% to 20% was recorded over the same period of time.

4.8 When the same question was asked of adults living in England and Wales (Table 4.2), around a third expected a personal benefit. The expectation for the event to be fun was the most frequently anticipated benefit.

Table 4.2. Personal benefits of joining in with the Games – England/ Wales

	England/ Wales		
	Oct 12	Oct 13	Jun 14
Any benefit (NET)	34%	31%	31%
Will have fun	13%	11%	15%
See athletes in action	8%	8%	4%
Be fitter/ healthier	6%	6%	4%
Things for children to do	3%	2%	3%
Proud Glasgow/ Scotland hosting	2%	3%	2%
Get behind Scottish team/ athletes	1%	1%	2%
Once in a lifetime event	3%	3%	2%
Things to do with family	3%	2%	2%

Please note that multiple responses were possible.

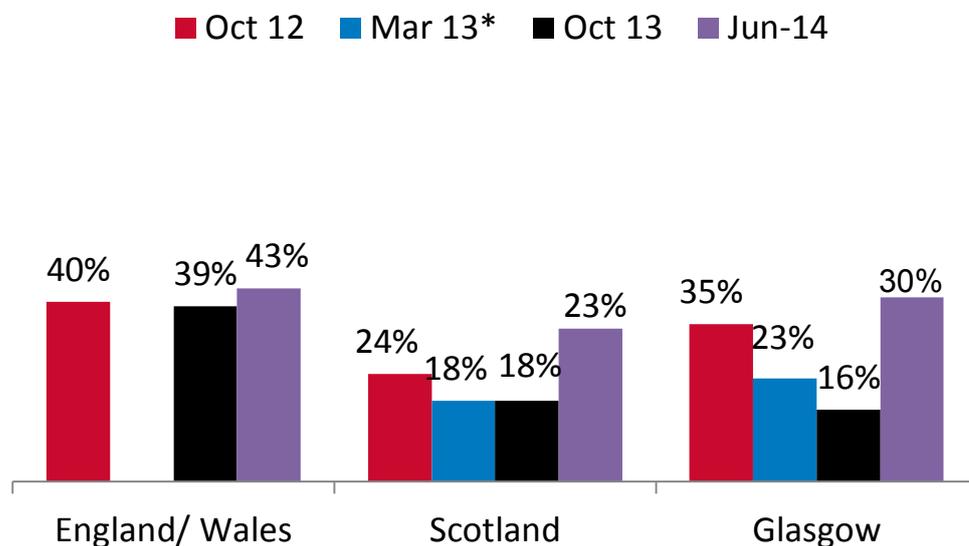
Base: All respondents England/ Wales (Oct 12 960; Oct 13 944; Jun 14 948)

5. INTENTIONS & BEHAVIOUR

Overall interest in the Games

- 5.1 In the survey waves leading up to the Games respondents were asked a question to gauge their overall level of interest and anticipated involvement in the forthcoming event. While the answer options provided varied to reflect the timing of each survey wave (e.g. whether or not tickets could yet be purchased), across all of the survey waves an answer option was included to record the proportions of the population with *'no interest at all'* in the Games (Figure 5.1).
- 5.2 In Scotland, across the survey waves around a fifth to a quarter of the population indicated that they had *'no interest at all'* in the Games (23% in June 2014).
- 5.3 In England and Wales, the proportion of the population stating that they had *'no interest at all'* was also fairly consistent across the survey waves with around two in five providing this response (43% in June 2014).

Figure 5.1. **'No interest at all' in the Commonwealth Games**



*Not asked in England/ Wales

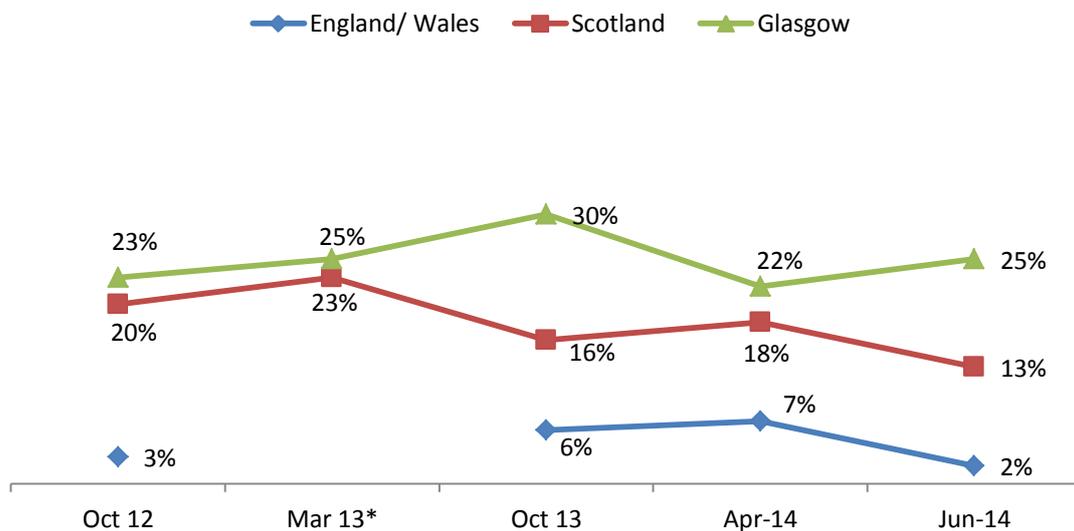
Base: All respondents –England/ Wales (Oct 12 960; Nov 13 944; Jun 14 948); Scotland (Oct 12 1007; Mar 13 1002; Oct 13 1,010; Jun 14 995); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125)

Tickets: purchase intention & behaviour

5.4 The study also recorded details regarding ticket purchase intentions and actual purchasing behaviour, with the wording of the questions varied to reflect changes in ticket availability over the period from October 2012 to the Games. Figure 5.2 (overleaf) illustrates the following results relating intentions to purchase and actual purchasing:

- *October 2012 and March 2013* - asked before the ticket application window opened - the proportion of the population who stated that they were definitely or probably going to purchase tickets is shown.
- *October 2013* – asked towards the end of the initial ticket application window - illustrates the proportion of the population who had already applied to purchase tickets or still intended to do so.
- *April and June 2014* – asked after tickets were issued following the initial, main ticket release but when further releases were due to take place – illustrates the total proportion of the population who had already bought tickets or expected to do so if/when more tickets became available.

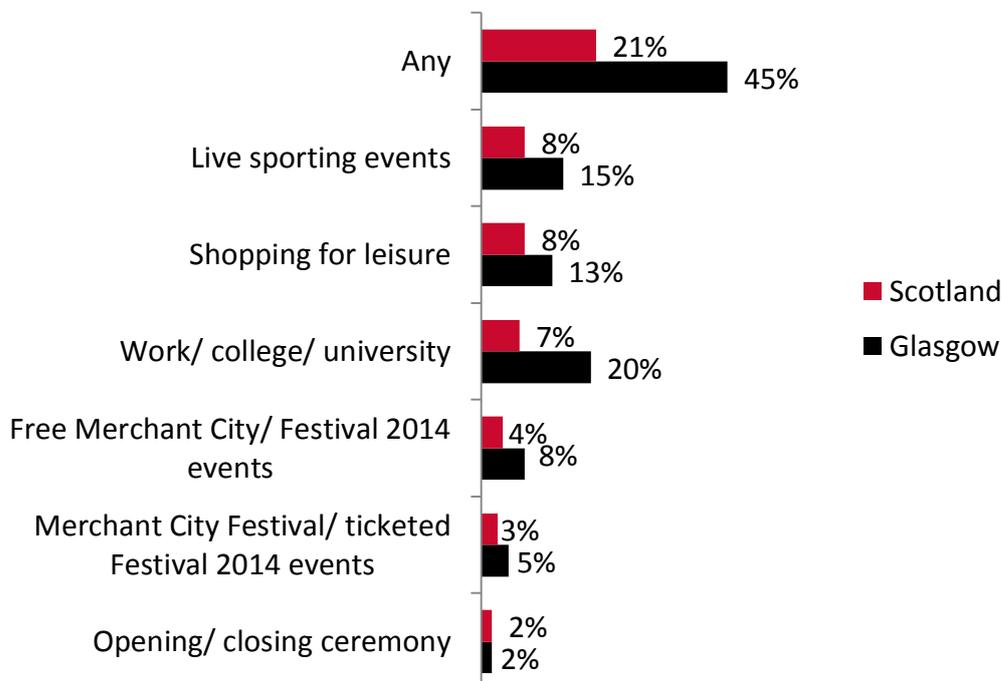
Figure 5.2. Buying tickets for Commonwealth Games



Base: All respondents –Scotland (Oct 12 1007; Mar 13 1018; Oct 13 1,010; Jun 14 995); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Apr 14 82; Jun 14 125); England/ Wales (Oct 12 960; Oct 13 944; Apr 14 996; Jun 14 948)

- 5.5 This comparison suggests that by June 2014 a quarter of Glasgow residents, 14% of the overall adult population in Scotland and 2% of people living in England and Wales had purchased or intended to purchase a ticket for a Commonwealth Games event.
- 5.6 Interestingly, in October 2012 a similar proportion of Glaswegians indicated that they would probably or definitely purchase tickets as did so in June 2014. However across Scotland, England and Wales as a whole, in October 2012 a larger proportion of the population stated that they would probably or definitely purchase tickets than was recorded closer to the Games.
- 5.7 A question was included in the July 2014 wave to measure intentions to visit the Glasgow and Clyde Valley area during the Games and to determine the events/ activities people intended to undertake (see Figure 5.3).

Figure 5.3. Planned visits to Glasgow & Clyde Valley (July 2014)



Base: All respondents Jul 14 only – Scotland (1003); Glasgow (102)

- 5.8 Around two in ten of the population in Scotland indicated an intention to visit the Glasgow and Clyde Valley area to undertake one or more of the activities shown in Figure 5.3. Live sporting events were amongst the activities most frequently mentioned, along with shopping for leisure and work/college/ university (8%, 8% and 7% respectively).
- 5.9 As would be expected, residents of Glasgow were more likely to indicate an intention to visit the Glasgow and Clyde Valley for the purpose of undertaking one or more of the activities shown in Figure 5.3. Visiting for work or education purposes featured more prominently amongst this sample (20%), with live sporting events (15%) and shopping for leisure (13%) the next most frequently mentioned activities.

Reasons for not attending a ticketed event

- 5.10 In the survey waves up to October 2013, those who did not intend to go to a ticketed Commonwealth Games event were asked to provide their reasons for not attending.
- 5.11 As shown in Table 5.1 (below), amongst residents of Scotland, across all of the surveys the most frequently provided reasons for not planning to attend were a preference to watch on television, a general lack of interest in sport, a perception that tickets would be too expensive and a lack of spare time. These were also the most frequently mentioned reasons amongst Glaswegians.

Table 5.1. Reasons for not attending

	Scotland			Glasgow			England/ Wales	
	Oct 12	Mar 13	Oct 13	Oct 12*	Mar 13*	Oct 13*	Oct 12	Oct 13
Prefer to watch on TV	32%	40%	34%	31%	51%	21%	27%	27%
Not interested in sport	31%	29%	25%	45%	31%	27%	34%	31%
Tickets will be too expensive	16%	16%	16%	18%	11%	13%	15%	12%
Not enough spare time	9%	12%	10%	9%	4%	17%	9%	6%
Too far to travel	10%	9%	9%	-	1%	2%	21%	21%

Difficult to get to the events	7%	6%	5%	7%	2%	3%	4%	4%
Too difficult to travel to Glasgow	-	6%	3%	-	1%	2%	-	2%
Ticket availability/ too hard to get tickets	4%	4%	8%	7%	1%	4%	2%	2%
Difficult with small children	3%	4%	2%	1%	4%	3%	2%	2%

Please note that multiple responses were possible.

*Caution, small sample

Base: All respondents – Scotland (Oct 12 840; Mar 13 811; Oct 13 878); Glasgow (Oct 12 89; Mar 13 96; Oct 13 86); England/Wales (Oct 12 933; Oct 13 893);

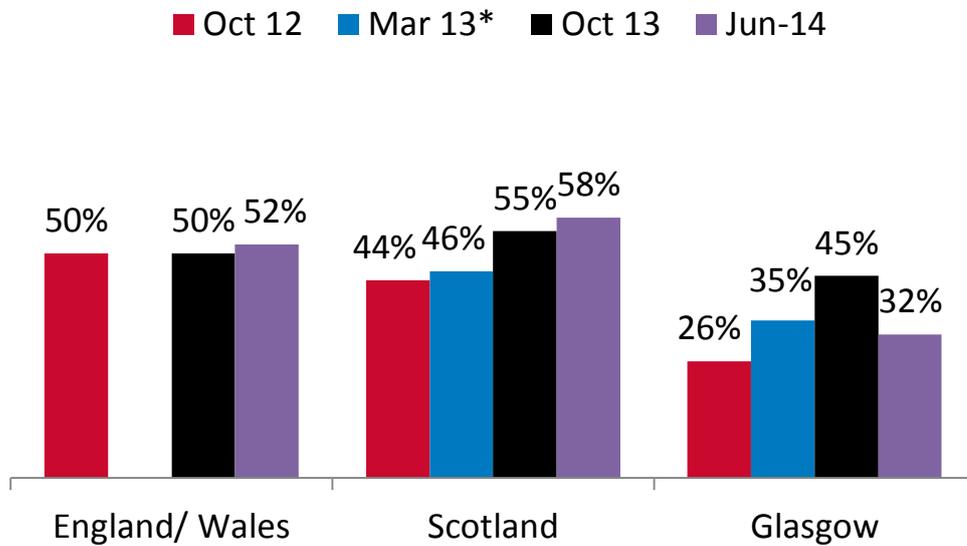
5.12 In England and Wales, a lack of interest in sport and preference to watch the Games on TV were also the most frequently provided reasons for not attending. Glasgow being 'too far to travel' was also provided as a reason for not attending by around a fifth of this sample.

Other forms of Games participation

5.13 The survey waves up to June 2014 recorded the proportions of the population who did not intend to attend the Games but instead watch them on television.

5.14 As shown in Figure 5.4, this proportion increased in Scotland from 44% in October 2012 to 58% in June 2014. However in England/Wales, the proportion remained fairly constant throughout the period with around half of the population planning to watch the Games of television but not attend in person.

Figure 5.4. No plans to go to the games but intend to watch on television



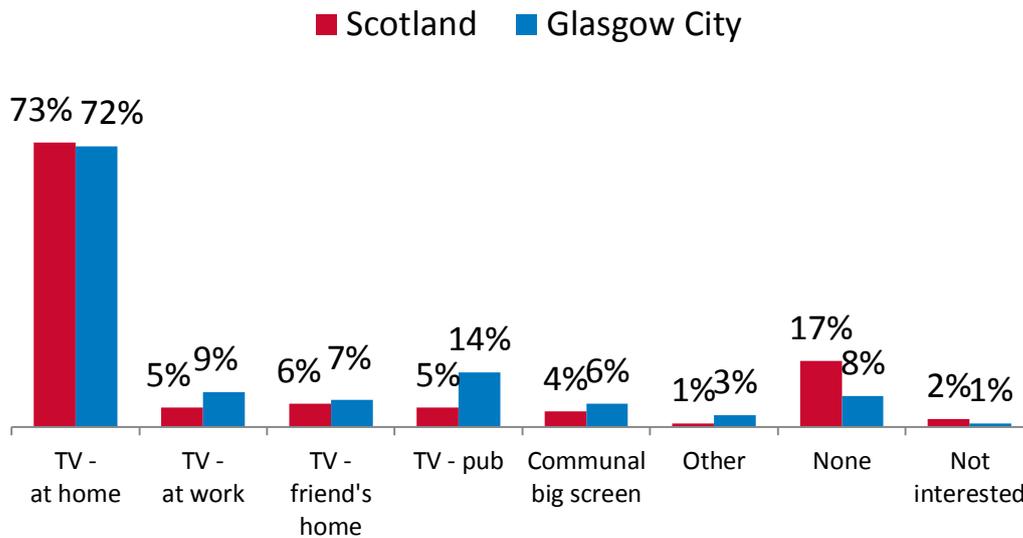
*Not asked in England/ Wales

Base: All respondents –England/ Wales (Oct 12 960; Oct 13 944; Jun 14 948); Scotland (Oct 12 1007; Mar 13 1002; Oct 13 1,010; Jun 14 996); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125)

5.15 In the July 14 wave, a question was included to determine intentions to watch the Games ceremonies/ events on TV and where this would take place. Amongst both the national sample and Glasgow residents, intention to watch the Games on TV at home was highest, with around seven in ten intending to do so amongst each sample.

5.16 Overall interest in watching the Games was highest amongst residents of Glasgow, with 92% indicating an intention to watch the Games at all. Intention to watch the Games at a pub was higher amongst this sample than the national average (14% and 5% respectively).

Figure 5.5. Watching the Games on TV/ screens



Base: All respondents – Scotland (Jul 14 1003); Glasgow (Jul 14 102)
 Note: more than one response possible, therefore, percentages may equal more than 100%.

5.17 During the October 2013, April 2014 and June 2014 survey waves, survey respondents were also asked about their involvement or planned involvement in other activities relating to the Games including watching the Queen’s Baton Relay and volunteering at the Games.

5.18 As shown in Figure 5.6 in both April and June 2014 around one in ten residents of Scotland had watched or intended to watch the Queen’s Baton Relay in their area. Across all of the survey waves, around 1 in 20 Glasgow residents indicated that they had volunteered or planned to be involved in volunteering at the Games.

Figure 5.6. Intention to watch the Queen’s Baton Relay

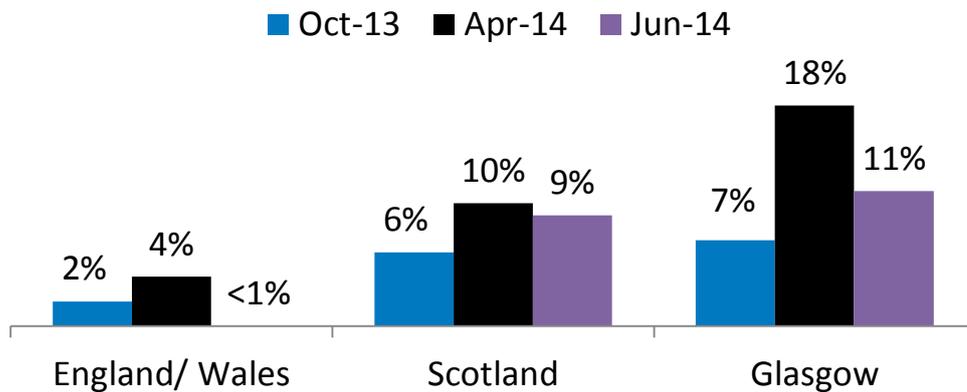
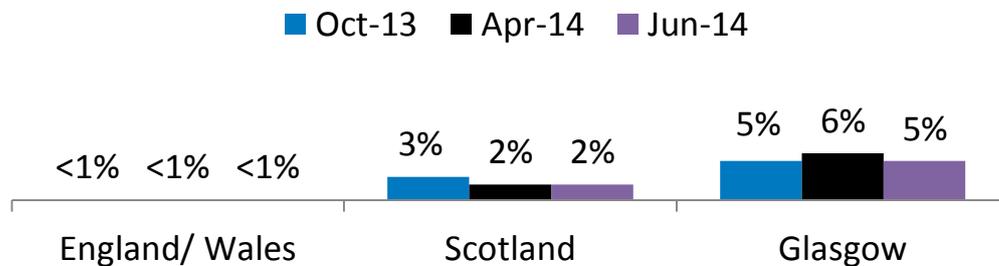


Figure 5.7. Intention to Volunteer at Commonwealth Games



Base: All respondents – England/ Wales (Oct 13 944; Apr 14 996, Jun 14 948); Scotland (Oct 13 1,010; Apr 14 977, Jun 14 995); Glasgow (Oct 13 115; Apr 14 82*, Jun 14 125)

*Caution, small sample

5.19As shown in Tables 5.2 overleaf, residents of Glasgow were more likely than the adult population of Scotland as a whole to have made/ intended to make changes to their plans during the Games (38% and 24% respectively).

5.20Across both samples, the same proportions indicated that they had or would be making trips to Glasgow that they would not otherwise have taken as indicated that they would cancel/ postpone a trip to Glasgow while the Games were taking place (7% each amongst the Scottish sample and 10% each amongst Glasgow residents).

Table 5.2. Changes made to normal routine/ travel plans

	Scotland	Glasgow
Any changes made	24%	38%
Cancelled/ postponed Glasgow trip	7%	10%
Cancelled/ postponed Scotland trip (outside Glasgow)	1%	4%
Trip taken elsewhere in Scotland instead of Glasgow	2%	1%
Trip taken outside of Scotland instead of Glasgow	1%	-
Trip to Glasgow would not have taken otherwise	7%	10%
Took time off work	2%	5%
Worked from home	2%	5%

Base: All respondents – Scotland (Jul 14 1003); Glasgow (Jul 14 102)

6. EXPECTED GAMES LEGACY

- 6.1 To provide a measure of what, if anything, the populations of Scotland and England/Wales expected to be left as a legacy of the Glasgow Commonwealth Games, respondents were asked the following question:
- *When the Commonwealth Games are over, what if anything do you think will have changed because of them?*
- 6.2 As shown in Table 6.1 overleaf, responses provided to this question were predominantly positive. In Scotland, the largest proportions of the population expected the Games to leave better facilities in Glasgow, to attract more visitors to the country and for parts of Glasgow to be better to live or work in because of the Games. These were also the most frequently provided responses in Glasgow.
- 6.3 As the Games drew closer, there was a significant increase at the population level in Scotland in the proportion who felt that people in Scotland would feel proud (up from 15% in June 14 to 24% in Jul 14).
- 6.4 In England and Wales, respondents were generally less aware of the potential legacy of the Games with the largest proportion across all survey waves suggesting that more visitors would be attracted.

Table 6.1. Expected Games Legacy

	Scotland					Glasgow					England/Wales*		
	Oct 12	Mar 13	Oct 13	Jun 14	Jul 14	Oct 12	Mar 13	Oct 13	Jun 14	Jul 14	Oct 12	Oct 13	Jun 14
Better facilities (Glasgow)	30%	30%	30%	29%	29%	38%	42%	28%	22%	32%	15%	13%	14%
More visitors to Scotland/ Britain/ tourism	26%	25%	26%	24%	37%	24%	20%	34%	30%	39%	15%	13%	18%
Parts of Glasgow will be better to live/work in	12%	11%	11%	19%	15%	11%	12%	16%	17%	5%	4%	5%	5%
People in Scotland will feel proud	18%	19%	16%	15%	24%	7%	17%	8%	6%	14%	8%	6%	7%
More opportunities to take part in sport	15%	13%	14%	13%	15%	12%	8%	10%	7%	14%	7%	7%	8%
Fitter/ healthier lifestyles	13%	10%	8%	11%	14%	8%	8%	5%	12%	14%	5%	5%	6%
Good memories	11%	12%	8%	10%	17%	7%	18%	8%	6%	16%	7%	6%	5%
Country will be richer/ economic benefits	10%	9%	11%	10%	7%	9%	6%	24%	13%	3%	7%	7%	6%
People will be better at sport	9%	6%	7%	8%	13%	9%	9%	5%	8%	12%	6%	5%	4%
More community spirit	12%	11%	6%	8%	12%	8%	10%	6%	2%	7%	9%	9%	6%
Country will have better reputation abroad	8%	10%	7%	7%	9%	1%	8%	3%	4%	3%	5%	4%	5%
More job opportunities	11%	8%	7%	7%	5%	20%	7%	13%	8%	2%	9%	8%	4%
Better links with other countries	7%	10%	5%	7%	10%	-	22%	2%	5%	4%	4%	5%	4%
Any negative responses	3%	3%	4%	5%	4%	1%	2%	3%	9%	15%	1%	3%	1%

* Not asked in England/ Wales in Jul 14

Base: All respondents Scotland (Oct 12 1007; Mar 13 1018; Oct 13 1,010; Jun 14 995; Jul 14 1003); Glasgow (Oct 12 111; Mar 13 124; Oct 13 115; Jun 14 125; Jul 14 102); England/ Wales (Oct 12 960; Oct 13 944; Jun 14 948)

7. APPENDIX 1 – FIELDWORK DATES & SAMPLE SIZES

		Scotland	Glasgow
Wave	Fieldwork dates	Sample	Sample
Oct 12	24 th Oct – 2 nd Nov 12	1007	111
Mar 13	20 th Mar – 2 nd Apr 13	1002	124
Oct 13	23 rd – 30 th Oct 13	1010	115
Apr 14	23 rd Apr – 2 nd May 14	977	82
Jun 14	25 th June – 9 th Jul 14	995	125
Jul 14	23 rd Jul – 7 th Aug 14	1003	102

		England/ Wales
Wave	Fieldwork dates	Sample
Oct 12	24 th – 29 th Oct 12	960
Oct 13	25 th – 27 th Oct 13	944
Apr 14	25 th – 29 th Apr 14	977
Jun 14	25 th – 29 th Jul 14	948

8. APPENDIX 2 – MASTER QUESTIONNAIRE

Oct 12/ Mar 13 – Scotland only/ Oct 13/ Jul 14

Other events included in individual waves as appropriate – list below included in all waves

When you think of major sporting events which will be held [in Scotland/ in the UK] in the next few years, what comes to mind? PROBE: Anything else?

DON'T SHOW SCREEN

The Ryder Cup
Commonwealth Games
The Open Golf Championship
Scottish FA Cup final
Six Nations Rugby matches
Mountain Bike World Cup
Glasgow World Cup Gymnastics
Baxter's Loch Ness Marathon
European Swimming Championships
World Artistic Gymnastics Championships
Formula One Grand Prix
FA Cup final
Football World Cup Qualifiers
Grand National
London marathon
Rugby World Cup
Wimbledon
World Athletics Championships
Other (SPECIFY)

Oct 12/ Mar 13 – Scotland only/ Oct 13/ Jun 14

How much, if anything, would you say you know about the Commonwealth Games?

SINGLE CODE SHOW SCREEN

SINGLE CODE

A lot

Quite a lot

Not very much

Nothing at all

Don't know

Oct 12/ Mar 13 – Scotland only/ Oct 13/ Jun 14

Please tell us how you feel about Glasgow hosting the 2014

Commonwealth Games

SINGLE CODE SHOW SCREEN

SINGLE CODE

Strongly supportive

Slightly supportive

Neither

Slightly against

Strongly against

Oct 12/ Mar 13 – Scotland only

Which of the following phrases best describes your level of interest in the Commonwealth Games in Glasgow in 2014?

SINGLE CODE

I am definitely going to buy a ticket to attend a sports event / events at the Games

I am probably going to buy a ticket to attend a sports event / events at the Games

I won't buy tickets for sports events at the Games but may attend specific related cultural events

I may not go to any of the sports events for which you need to buy tickets but I intend visiting Glasgow during the event

I will not go to the Commonwealth Games but intend watching them on television

I have no interest at all in the Commonwealth Games

Don't know

Oct 13/ Apr 14

Which of the following phrases best describes your current position in regards to the Commonwealth Games in Glasgow in 2014?

SINGLE CODE

Oct 13

I have been successful in securing tickets for some or all of the sports event(s) I applied for at the Games

I was not successful in securing tickets for the sports event(s) I applied for at the Games

I did not apply for tickets but intend to once I know what is available

I won't buy tickets for sports events at the Games but may attend specific related cultural events

I may not go to any of the sports events for which you need to buy tickets but I intend visiting Glasgow during the event

I will not go to the Commonwealth Games but intend watching them on television

I have no interest at all in the Commonwealth Games

Don't know

Apr 14

- I have successfully bought tickets for sports / ceremonies event(s) at the Games
- I applied but was not successful in securing any tickets for the sports / ceremonies event(s) at the Games
- I have not applied or bought tickets, but may do in the future
- I have not applied or bought any tickets as I do not wish to attend any of the events
- I have not applied or bought any tickets but will be / plan to be in Glasgow during the event
- I have no interest at all in the Commonwealth Games
- Don't know

Jun 14

- I bought tickets for sports events/ ceremonies at the Games and don't intend to buy any more
- I bought tickets for sports events/ ceremonies at the Games and I may buy more
- I haven't bought tickets for sports events/ ceremonies at the Games but intend to once I know what is available
- I won't buy tickets but may attend related cultural events to the Games
- I won't buy tickets but intend visiting Glasgow during the Games
- I won't go to the Games but intend watching them on television
- I have no interest at all in the Games
- Don't know

Apr 14

There will be an additional opportunity to purchase tickets for the Games in May 2014, with tickets available for all sporting events and ceremonies. With that in mind, which of the following statements best applies to you?

SHOW SCREEN

- I intend to buy tickets when they become available
- I may buy depending on what is available
- I would have considered buying tickets but have now made other plans
- I have all the tickets I want for the Games and do not intend to buy any more
- I was not able to get the tickets I wanted previously and do not intend to try again
- I do not intend to buy tickets but am interested in visiting Glasgow during the Games
- Don't know

Those not intending to buy tickets (definitely/ probably)

Oct 12/ Mar 13 – Scotland only

You mentioned that you do not intend to/may not attend any of the sports events where you need to buy tickets. What are your main reasons for not doing so?

DO NOT SHOW SCREEN. DO NOT PROMPT. SELECT A MAXIMUM OF THREE.

Not interested in sport

Prefer to watch on TV

It will be too difficult to travel around Glasgow (crowded/ busy/ disruption)

Mar 13

Glasgow will be too crowded Oct 12

Tickets will be too expensive

Too hard to get tickets (- availability added Oct 13)

Too hard to get tickets – ticket limit problematic (e.g. family/ group size too big) Oct 13

Problems with the system when applying for tickets Oct 13

Did not get the tickets I wanted Oct 13

Too far to travel

Difficult to get to the events

Not enough spare time

Lack of world class athletes

Concerned about safety and security

Difficult with small children

The money being spent on the Games should be spent on other priorities in Glasgow

Not thinking about the Games yet (too far in future) Mar 13

Other (SPECIFY)

None of these

Oct 12

Which of the following statements, if any, describe how you intend to support the Glasgow 2014 Commonwealth Games?

SHOW SCREEN. DO NOT RANDOMISE ORDER. ALLOW MULTICODE

Register your interest for email updates on the Glasgow2014.com website

Encourage others to register their interest on Glasgow2014.com

Follow Glasgow 2014 on Facebook, Twitter or other social media

Share or re-tweet content you see on Facebook or Twitter about Glasgow 2014

Find out more about volunteering at Glasgow 2014

Plan to apply to volunteer at Glasgow 2014

Encourage others to volunteer at Glasgow 2014

Apply for tickets for the Opening or Closing Ceremonies

Apply for tickets for the sporting events

Get involved in the Queen's Baton Relay (e.g. be a baton bearer or nominate someone).

Attend one or more of the cultural events related to Glasgow 2014 (e.g. festival, music, theatre, exhibitions)

None of these

Mar 13 – Scotland only

In addition to the sporting events, there are many ways of getting involved in Glasgow 2014. Which of the following activities associated with the Glasgow 2014 Commonwealth Games, if any, have you heard of?

SHOW SCREEN. DO NOT RANDOMISE ORDER. ALLOW MULTICODE

Volunteering at Glasgow 2014
The Queen's Baton Relay
Clyde the Mascot
Sport Your Trainers
The Glasgow 2014 Cultural Programme

Oct 13/ Apr 14/ Jun 14/ Jul 14

How do you hope to be/ how are you/ how have you been involved with the Games (if at all)?

SHOW SCREEN. DO NOT RANDOMISE ORDER. ALLOW MULTICODE

Volunteering at Glasgow 2014
Buying some of the remaining tickets when they go on sale [Oct 13](#)
Attending event(s) (sports / ceremonies events) I have bought tickets for [Apr 14/ Jun 14](#)
Nominating someone to carry the Queen's Baton Relay [Oct 13](#)
Watching the Queen's Baton Relay as it passes through my area [Oct 13](#)
Watching the Queen's Baton Relay as it passes through Scotland [Jun 14](#)
Visiting Glasgow to watch the Games on the big screens
Visiting Glasgow for Games related Cultural events (as part of the Games Cultural programme)
Visiting/ using some of the Games venues and facilities before the Games start
Helping my child/ children to get involved in Games related projects
Going to see (Clyde) the Mascot at events in the run up to the Games
Supporting or raising money for UNICEF, the Games Official Charity Partner
[Apr 14/ Jun 14](#)
Other (SPECIFY)

Oct 12/ Mar 13 – Scotland only/ Oct 13/ Jun 14/ Jul 14

Please think about the things YOU could personally get out of joining in with things connected to the Commonwealth Games in Glasgow in 2014, either before the Games happen or at the Games themselves.

What do you think will be the main things you get out of joining in, if anything?

DO NOT SHOW SCREEN. DO NOT PROMPT. MULTICODE

I will have fun

It will encourage me to be fitter/healthier

There will be things for me to do with my friends

There will be opportunities for me to get involved in sport

There will be things for me to do with my family

There will be things for my children to do

There will be things for me to do with my local community

I will become more confident in myself

I will get to meet people who are different to me/new people

I will earn money/make a living

I will get to see athletes in action

I will get to meet sportsmen and women

Opportunities for me to develop work related skills/ gain qualifications

I will be more knowledgeable/ understand sport better

I will be more knowledgeable/ understand our and other cultures better

I will be able to get behind the Scottish team and athletes

I will be able to support a second team

I will be proud that Glasgow/Scotland is hosting this event

I'll get to experience a once in a lifetime event

It will benefit/ further develop the prospects of my business/ of the business I

work for Jul 14

Other (SPECIFY)

Nothing

Don't know

Oct 12/ Mar 13 – Scotland only/ Oct 13/ Jun 14/ Jul 14

When the Commonwealth Games are over, what if anything do you think will have changed because of them?

DO NOT SHOW SCREEN. DO NOT PROMPT. MULTICODE

More people will want to visit Scotland/Britain/ more tourism
People will be better at sport
People will lead fitter/healthier lifestyles
More opportunities to take part in sport
Better sports facilities in Glasgow
There will be more interest in/ support for parasports (those undertaken by athletes with disabilities)
Parts of Glasgow will be better places to live/work
We will have won lots of medals
People who live in Scotland will feel proud
People will have good memories
More community spirit
More job opportunities
The country will be richer/economic benefits
The country will have a better reputation abroad
Better links with other countries
People will gain work experience/qualifications
Other positive responses (SPECIFY)

The country will be poorer/ in debt
People who live in Scotland will feel embarrassed
Other negative responses (SPECIFY)

Nothing
Don't know

Oct 12/ Mar 13 – Scotland only/ Oct 13/ Jun 14

Other than news stories, have you recently seen, heard or read anything promoting the Glasgow 2014 Commonwealth Games?

Yes
No
Don't know

All aware of promotional activity

Oct 12/ Mar 13 – Scotland only/ Oct 13

Where did you see, hear or read about this promotional activity for the Glasgow 2014 Commonwealth Games?

DO NOT SHOW SCREEN. DO NOT PROMPT. MULTICODE

Oct 12/ Mar 13 – Scotland only

Television advertising

Online

Social media (Facebook, Twitter, etc)

Print/press

Outdoor (e.g. posters)

Radio

Other (SPECIFY)

Don't know

Oct 13

Television advertising

Television programmes

Online advertising

Online articles/ features/ blogs

Social media (Facebook, Twitter, etc)

Print/press advertising

Print/ press articles/ features

Outdoor (e.g. posters)

Advertising on buses/ at bus shelters

Radio advertising

Radio programmes/ features

Other (SPECIFY)

Don't know

Jul 14 only

The next few questions focus specifically on the things you have done or plan to do during the period when the Commonwealth Games are taking place in Scotland i.e. from Wednesday 23rd July to Sunday 3rd August.

SHOW MAP

Jul 14 only

During this period have you already or do you plan to take any visits to places in the Glasgow and Clyde Valley area, for any of the following reasons?

Attending the Commonwealth Games Opening or Closing Ceremonies
Attending Commonwealth Games live sporting events
Attending Merchant City Festival or other Festival 2014 ticketed events
Viewing free of charge Merchant City Festival, Festival 2014 performances or free entertainment events
Shopping for leisure
Going to work or college/university
No

IF NO SKIP NEXT QUESTION

Jul 14 only

On how many occasions during this period have you already or do you plan to take part in this/these activities within the Glasgow and Clyde Valley area?

SHOW THOSE SELECTED AT PREVIOUS QUESTION. WRITE IN NUMBER OF INDIVIDUAL VISITS TAKEN

Attending the Commonwealth Games Opening or Closing Ceremonies
Attending Commonwealth Games live sporting events
Attending Merchant City Festival or other Festival 2014 ticketed events
Viewing free of charge Merchant City Festival, Festival 2014 performances or free entertainment events
Shopping for leisure
Going to work or college/university

Jul 14 only

Which of the following other activities, if any, have you already or do you plan to take part in this during the Commonwealth Games period?

SHOW SCREEN. ALLOW MULTICODE.

Watching the Games on TV at home
Watching the Game on TV at work
Watching the Games on TV at a friend's home
Watching the Game on TV in a pub
Watching the Games on a big screen in a communal place in your local town or city
Other (specify)

Jul 14 only

In which of the following ways, if any, have you changed your normal routines during the Commonwealth Games?

SHOW SCREEN. ALLOW MULTICODE

Cancelled or postponed a trip to Glasgow

Cancelled or postponed a trip to a destination outside Scotland

Decided to take a trip somewhere else in Scotland instead of Glasgow

Decided to take a trip somewhere else in outside of Scotland instead of Glasgow

Took time off work

Worked from home

Made trips to Glasgow which I would not have otherwise taken

Other (specify)

Social Research series
ISSN 0950-2254
ISBN 978-1-78412-853-1

web only publication
www.scotland.gov.uk/socialresearch

APS Group Scotland
PPDAS38402 (10/14)



Social Science in Government