



Impact of the Birmingham 2022 Commonwealth Games on the Australian community

CPM summary report

October 2022

The Australian Sports Commission's **Community Perceptions Monitor** (CPM) survey captured the sentiment of Australians aged 18+ in the lead-up to and after the Birmingham 2022 Commonwealth Games.



KEY FINDINGS

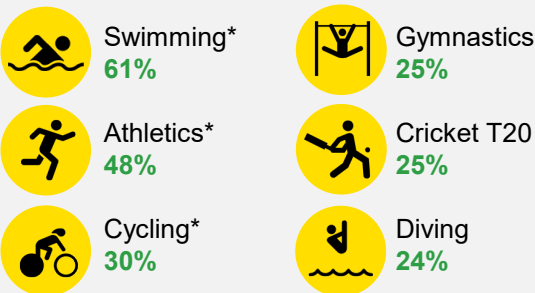
The 2022 Birmingham Commonwealth Games had a **positive impact** on Australians.

76% of Australians reported **interest** in the Commonwealth Games before they commenced.

70% of Australians reported after the Games that they **watched, listened to or read media coverage**.

67% of Australians who watched / read / listened to coverage of the Commonwealth Games saw something that made them **feel proud** or **want to participate in sport**.

Most popular sports coverage



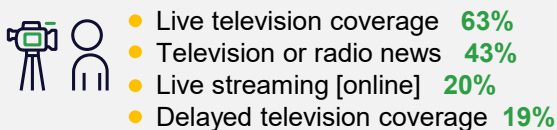
* Swimming, Athletics, and Cycling, included coverage of Paraspport events

Common sentiments

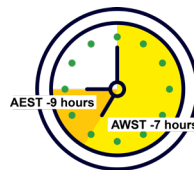
Australians felt proud and/or inspired to be more active by watching athletes:

- Win or **achieve** success
- Perform or **try hard** in general
- Show **commitment, dedication** or **motivation**
- Display **sportsmanship** and positive behaviour

Most popular media formats



Consideration of the time zone difference



The city of Birmingham was nine hours behind Australian Eastern Standard Time (AEST) [seven hours behind in Western Australia] during the Games competition period.

The time difference should be taken into account when analysing the audience engagement results for some sports and the timing of their scheduled live events and competitions.

TELEVISION BROADCAST



The 2022 Birmingham Commonwealth Games were televised on commercial and public broadcast services across Australia in the form of news and sport highlight packages. **The Seven Network** was the official Australian broadcast partner providing coverage over **12 consecutive days** with approximately **180 hours** of live transmission on **3 digital free-to-air channels** (*Channel Seven, 7mate, and 7plus*). Live and recorded content was also available on **30 streaming channels** via the Australian broadcaster's *7plus* app, reaching **2.15 million viewers**.**

** [Birmingham 2022 wins gold with viewers](#), Seven Network, (2022)



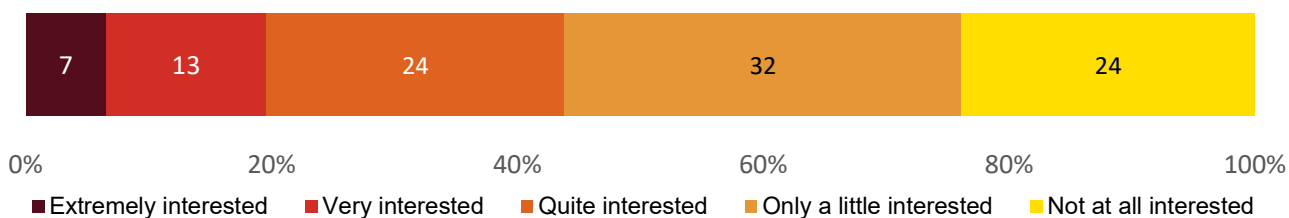
ENGAGEMENT WITH THE COMMONWEALTH GAMES

Level of interest prior to the Commonwealth Games

Just over three quarters (**76%**) of the community reported a level of interest prior to the commencement of the 2022 Birmingham Commonwealth Games.

- Interest was:
- ➔ In line with the 2022 Beijing Winter Olympic Games (73%) and 2020 Tokyo Summer Paralympic Games (73%).
 - ⬇ Lower than the 2020 Tokyo Summer Olympic Games (82%).
 - ⬆ Higher than the 2022 Beijing Winter Paralympic Games (66%)

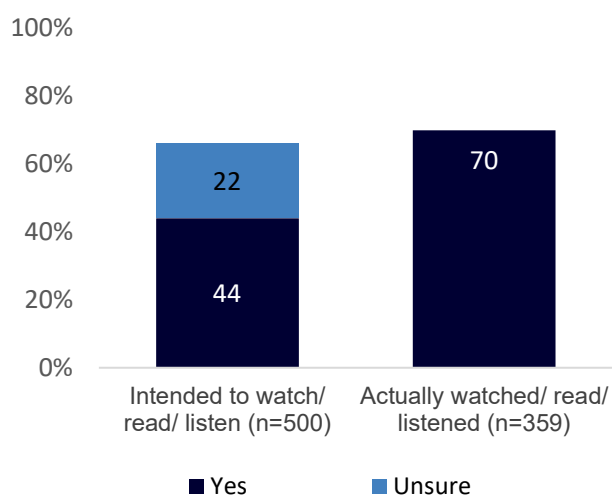
Base: All respondents in July 2022 (Pre-Commonwealth Games), n=500



Media coverage of the Commonwealth Games

Intended and actual engagement with media coverage

Base: All respondents in July 2022 (Pre-Commonwealth Games) / August 2022 (Post-Commonwealth Games)

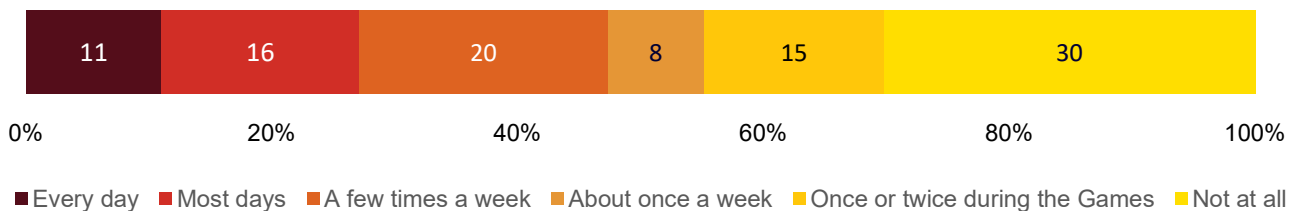


The majority (**70%**) of respondents had watched/read/listened to media coverage of the Commonwealth Games. This is in line with the proportion (**66%**) who indicated that they intended to do so or were unsure if they would.

- Engagement was:
- ➔ In line with the 2022 Beijing Winter Olympic Games (68%) and 2020 Tokyo Summer Paralympic Games (68%).
 - ⬇ Lower than the 2020 Tokyo Summer Olympic Games (82%).
 - ⬆ Higher than the 2022 Beijing Winter Paralympic Games (53%)

Frequency of engagement with media coverage

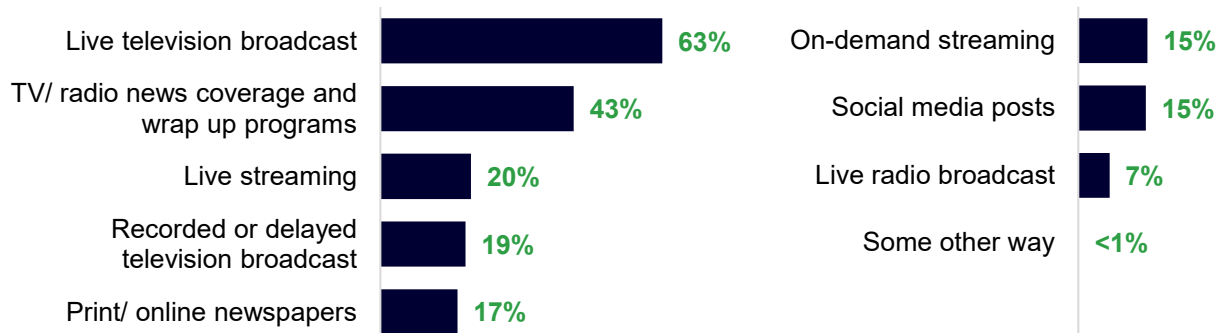
Base: All respondents in August 2022 (Post-Commonwealth Games) n=500



Popular media formats

Among those who watched, read or listened to coverage of the Commonwealth Games, the most popular media channel was the **live free-to-air television broadcast (63%)**, followed by TV / radio news coverage and wrap up programs (43%).

Base: Respondents in August 2022 who watched, read or listened to media coverage of the Commonwealth Games (n=359)



Sports of interest

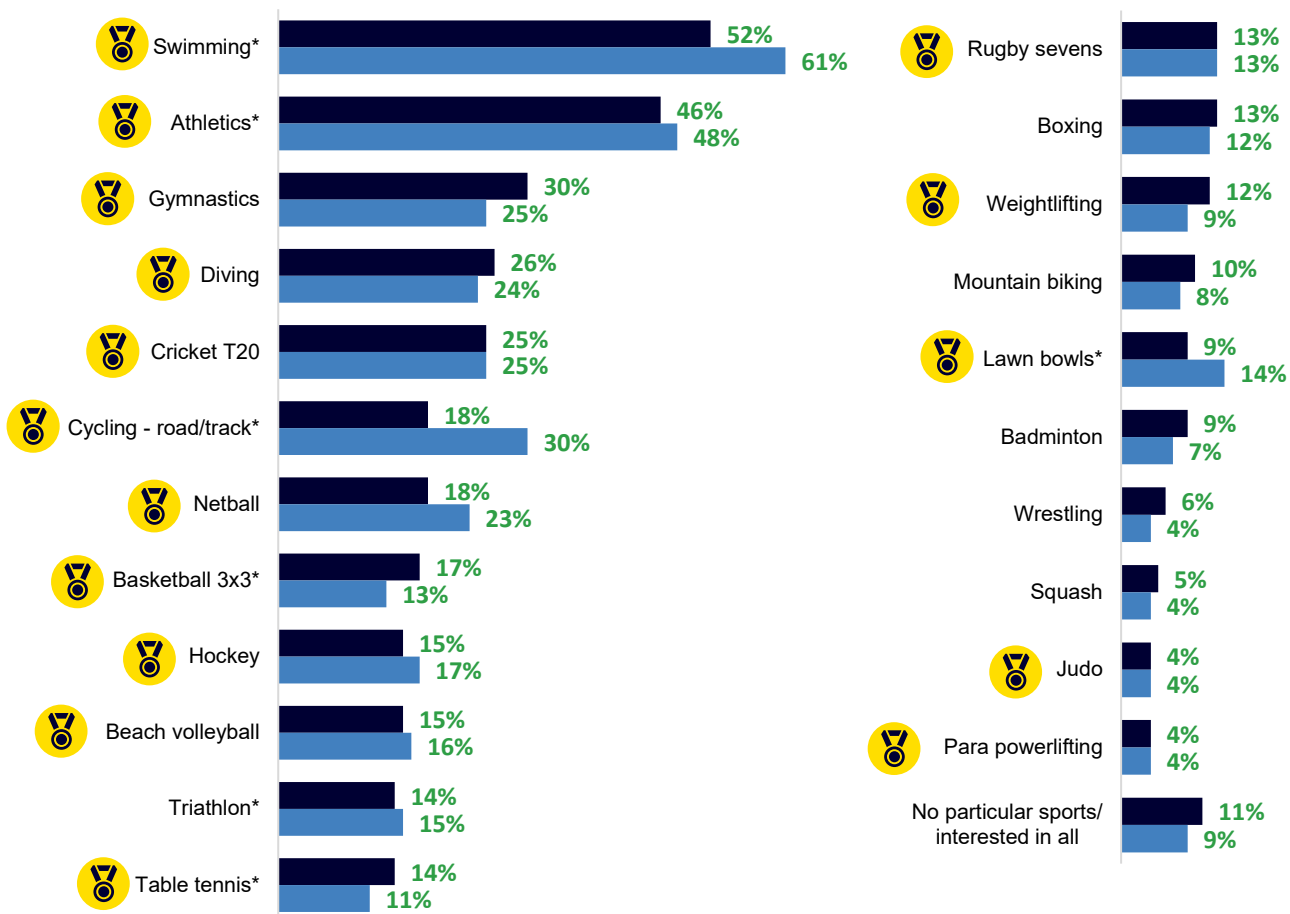
Public interest and engagement was highest for **swimming** and **athletics** during the Games, with both sports televised over multiple days with more events contested when compared with other sports.

The level of public interest for each sport prior to the Games was largely **consistent** with actual engagement.

Swimming, cycling, lawn bowls and **netball** saw engagement exceed initial interest. This may be attributed to more discrete factors specific to these sports that captured the public's interest during the Games, including their respective win and loss records, personal athlete stories, and other dramatic events.

Sports interested in compared to those actually watched/ read about/ listened to

Base: Respondents in July 2022 at least 'a little' interested in the Commonwealth Games/ Respondents in August 2022 who watched, read or listened to media coverage of the Commonwealth Games



* included coverage of Paraspport / Wheelchair sport events

■ Sports interested in before Games started (n=378)
 ■ Sports actually watched / read / listened to (n=359)

🏆 Gold medals won in sport

PRIDE AND INSPIRATION

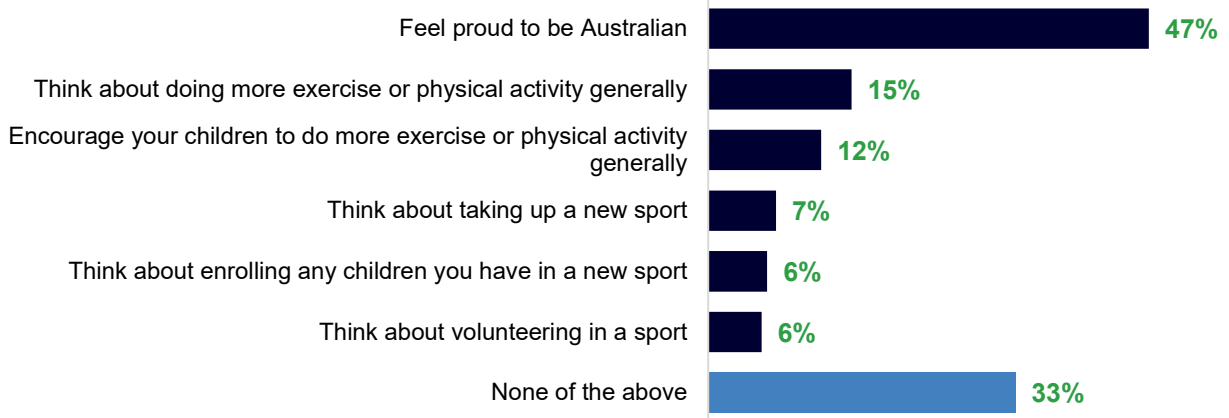
Pride

Just over two thirds (**67%**) of respondents who watched / read or listened to media coverage of the Commonwealth Games had seen something that made them **feel proud to be Australian**, or think about participating in / encouraging their child to **participate in sport or physical activity**.

- The figure was:
- ↑ Higher than the 2022 Beijing Winter Olympic (61%) and Paralympic (63%) Games.
 - ↓ Lower than the 2020 Tokyo Summer Olympic (72%) and Paralympic (72%) Games.

What the Commonwealth Games made me feel

Base: Respondents in August 2022 who watched, read or listened to media coverage of the Commonwealth Games (n=359)



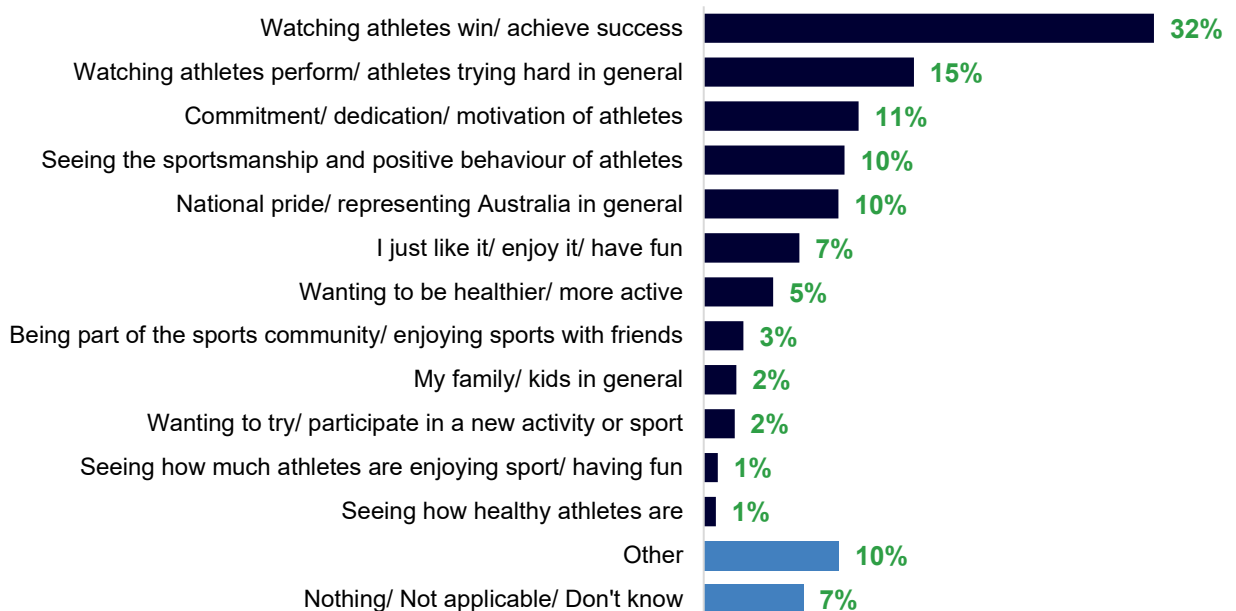
Respondents aged under 35 years were more likely than those aged 35+ to have thought about **being more active** personally, including **taking up a new sport**, doing **more exercise or physical activity** generally, and/or **volunteering** in a sport.

Inspiration

Among those who reported feeling proud or thinking about participating themselves / encouraging their child to participate in sport or physical activity, **watching athletes win / achieve success** was the most common reason, followed by **watching athletes perform** or **athletes trying hard** in general.

What inspired or motivated me to consider engaging in sport or physical activity

Base: Respondents in August 2022 who felt proud or thought about participating in sport or physical activity themselves/ encouraging their children to do so (n=242)



Community sentiments of pride

“

“As Australians, we should all be proud of our athletes’ performances and congratulate them for all the effort and training they have to do just to make the team.”

“

“Aussies performing well on the world stage, showing that a relatively small nation can achieve amazing results. Hard work and persistence can lead to personal bests.”

“

“Every Australian athlete pushed themselves to the limit to do their best. Even if they didn’t win a medal, they showed great spirit in competing.”

Community sentiments of inspiration

“

“Looking at what Australia has done in the Commonwealth Games made me feel like I should start doing more about my physical fitness.”

“

“If athletes with disability can push themselves, then I could start doing light exercise to improve my fitness.”

“

“My daughter was motivated by the netball to practice and felt proud by the strength of the team in general.”

ABOUT THE COMMUNITY PERCEPTIONS MONITOR (CPM)

The Community Perceptions Monitor surveys 500 Australians aged 18+ each month, in a sample that is representative of the Australian population by gender, age and region. It asks respondents about their attitudes toward a range of sport topics and sporting categories. These include high performance sport themes (such as athletes at the Olympic, Paralympic and Commonwealth Games, Australian national teams, individual athletes competing internationally and in domestic professional codes) – as well as community sport themes (such as local organised sport, club sport, social and casual sports participation).

In July 2022, the CPM included questions about community interest in and intention to watch or follow the Birmingham Commonwealth Games. In August after the event, the survey included questions on how much respondents actually watched the Games and the impact or impression they left. Results in this summary report are based on the full sample of 500 respondents for each month unless otherwise stated.

The same questions were asked prior to and post the Tokyo Summer Olympic and Paralympic Games in July, August and September 2021, as well as the Beijing Winter Olympic and Paralympic Games in February and March 2022.

For further information, please contact the Australian Sports Commission’s Insights team – email: asc_research@ausport.gov.au.

Previous CPM impact reports

- [CPM Report: Impact of the Beijing 2022 Winter Olympic and Paralympic Games on the Australian Community](#) [2022]
- [CPM Summary Report: Impact of the Tokyo 2020 Olympic and Paralympic Games on the Australian Community](#) [2021]