

COMMONWEALTH GAMES 2022

Lawn Bowls and Para Lawn Bowls

The following two slides shows event specific information related to the Post-Event Survey and all ticketing data for the Commonwealth Games 2022.

The survey was distributed to all Birmingham 2022 ticket purchasers and was live for 5 days. In total, the survey received 23,486 responses, with the report filtered for your event. For the purposes of this report, demographics, event experience, impact of the Commonwealth Games on attendees and travel companions are shown. If your base number is below 100 responses will be less reliable.

Ticketing information shows the information for all fans who purchased tickets for the Commonwealth Games 2022. The topics highlighted for the purpose of this report include demographics of the ticket purchaser, distance from the event, how far in advance tickets were purchased and the types of tickets purchased (adult or child for example).

The research conducted and the receipt and hosting of ticketing information was completed by Goodform.

Survey Respondent Profile

728

RESPONSES*

*Responses below 100 are less accurate

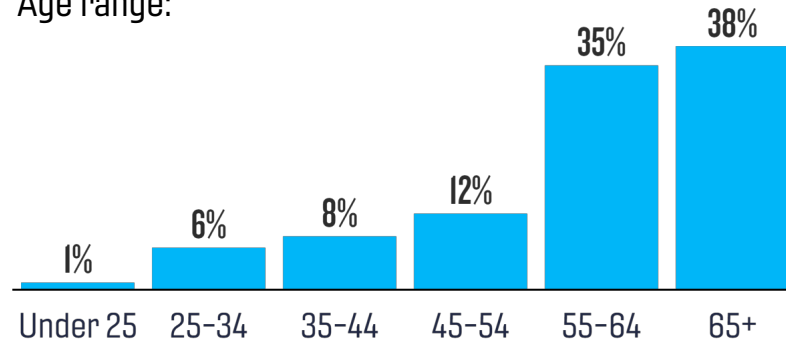
44%

MALE

53%

FEMALE

Age range:



Event Experience

Elements fans most enjoyed:

Watching Sports / Events Live / In Person	89%
Actually Being At / Experiencing Birmingham 2022	80%
Atmosphere / Excitement	77%

Experience at their event (8-10 rating):

Quality of the sport **94%**

Entertainment value **93%**

Overall Experience

89% felt their ticket was good value for money

92% rated their Birmingham 2022 experience positively

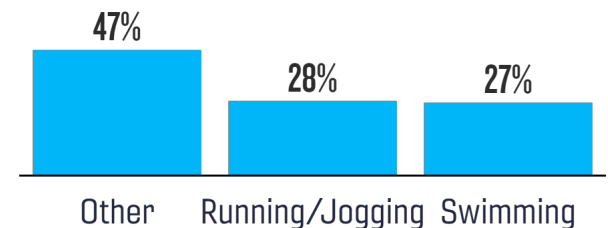
+79 NPS score

Accessibility

14% had accessibility requirements

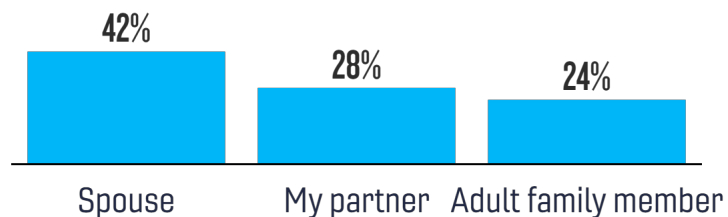
Legacy

40% are likely to increase their activity levels post Birmingham 2022

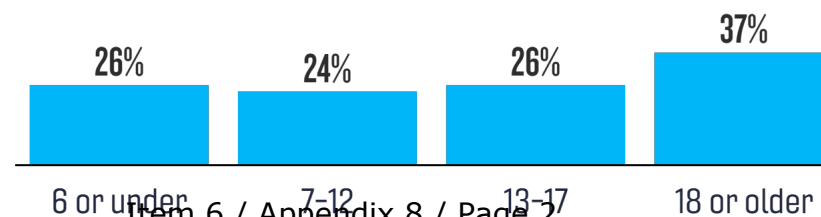


Travel Companions

Who attendees traveled with:



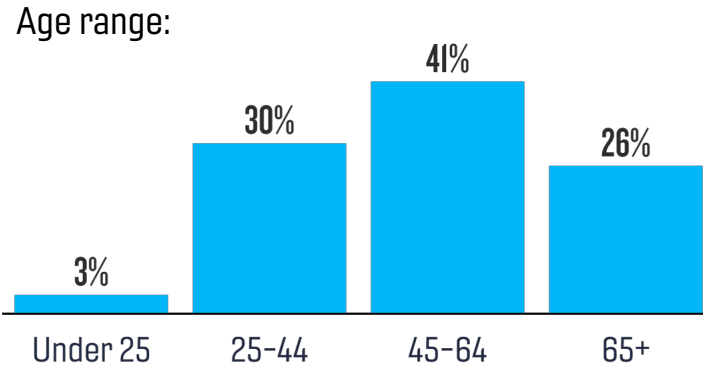
Age of children traveled with:



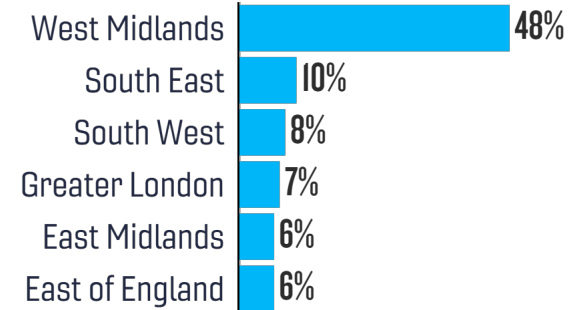
Ticket Purchaser Profile

5,293
NUMBER OF
PURCHASERS

50%
MALE
50%
FEMALE



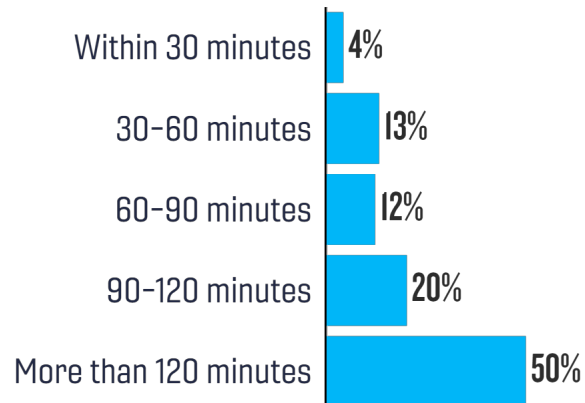
UK region location (top 6):



3.9
AVERAGE TICKETS
PURCHASED

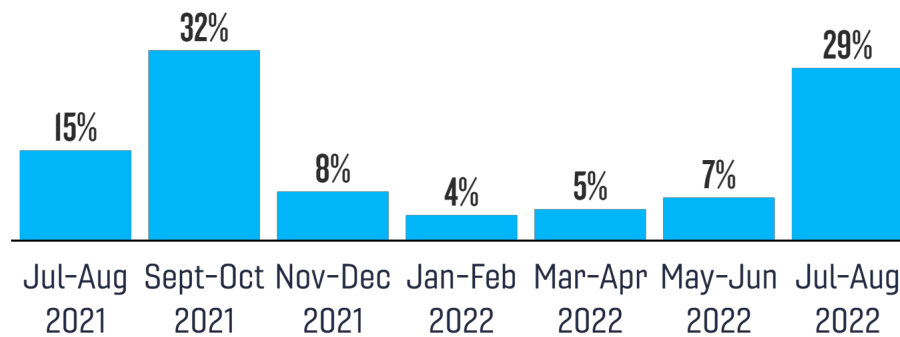
Travel

Drive time to the event:



Ticket Purchasing

Purchase date (in 2 month periods):



Type of ticket purchased:

