

KANTAR PUBLIC

**Brisbane 2032 Olympic
and Paralympic Games
Community Research**

2023 Wave 1 Results

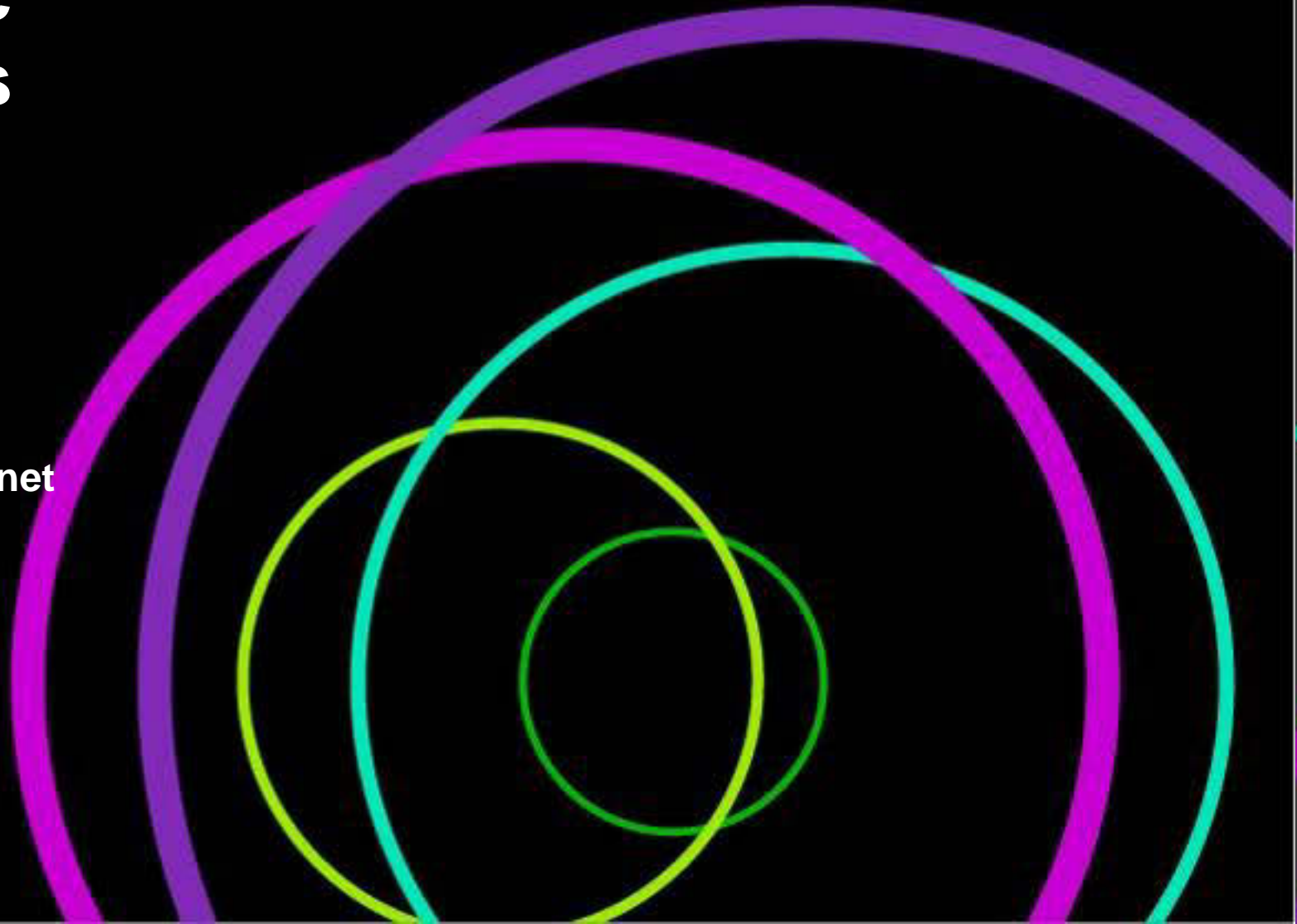
Report

The Department of the Premier and Cabinet

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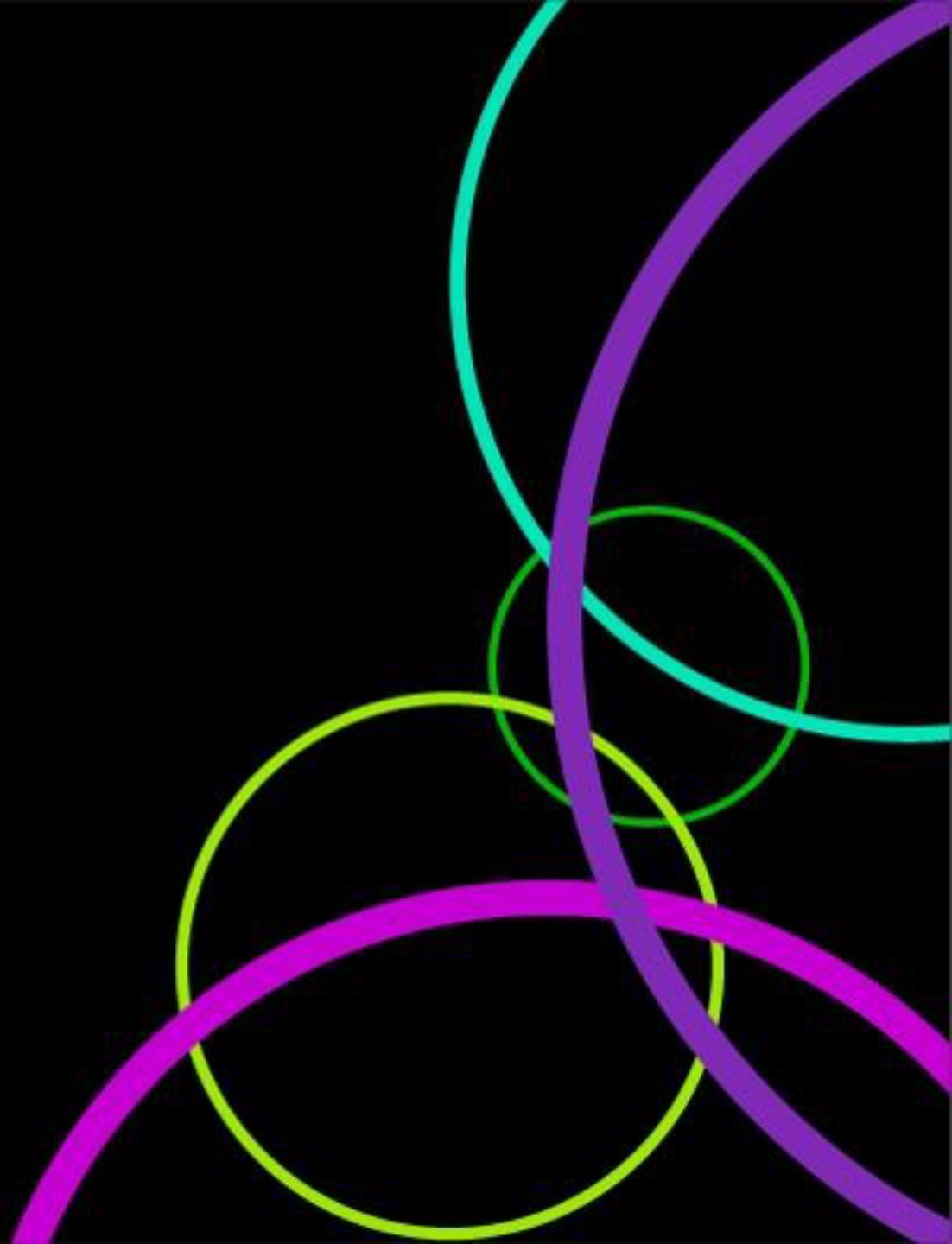
June 2023



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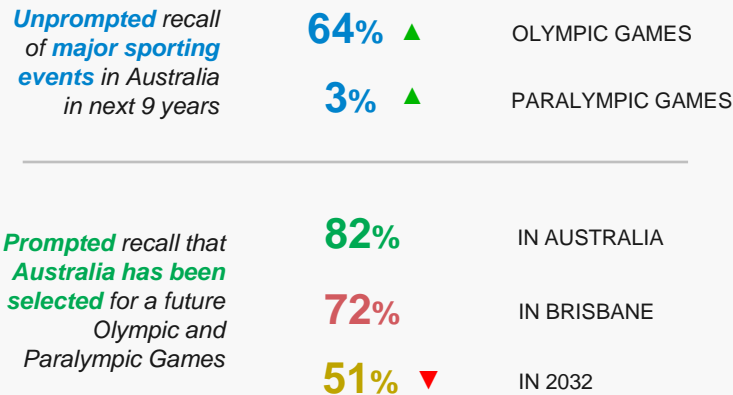
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1. Executive summary

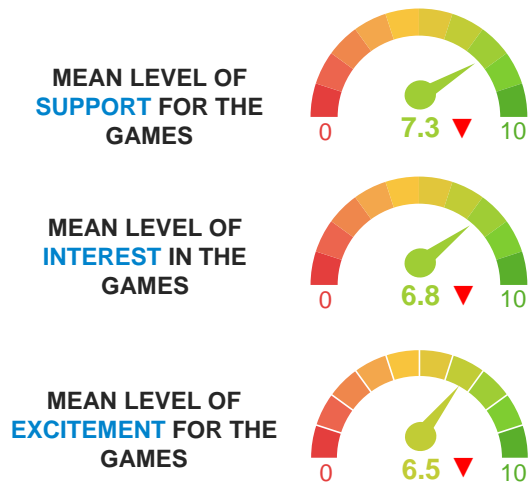


STATEWIDE OVERVIEW - 2023 Wave 1 Results

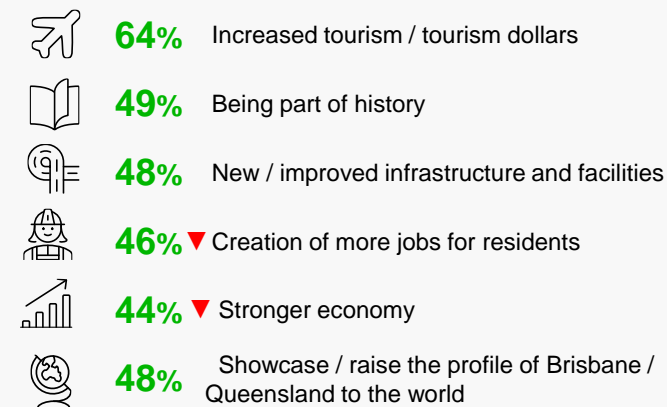
AWARENESS



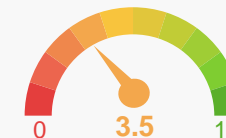
SENTIMENT



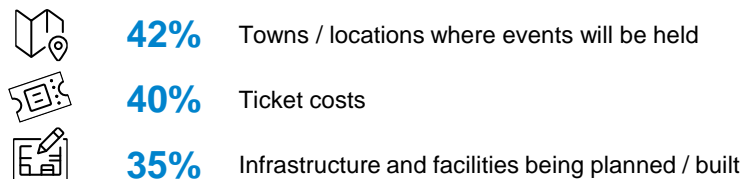
PERCEIVED BENEFITS OF GAMES



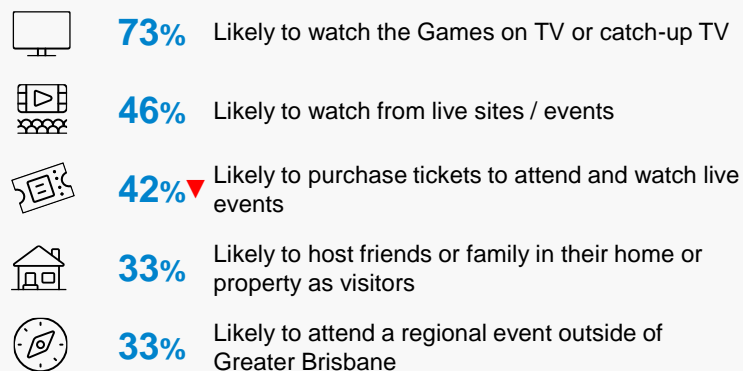
MEAN LEVEL OF CONCERN ABOUT GAMES



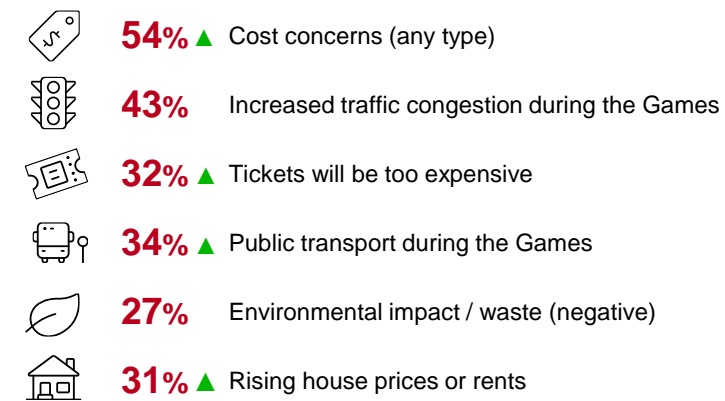
INTEREST IN INFORMATION



INVOLVEMENT



AREAS OF CONCERN ABOUT GAMES



SUMMARY – QUEENSLAND REGION DIFFERENCES - 2023 Wave 1 Results

AWARENESS OF BRISBANE 2032

- General awareness that the Olympic and Paralympic Games is taking place in Brisbane (in 2032) is highest amongst residents in **Greater Brisbane** and the **Gold and Sunshine Coasts** - and lowest amongst residents living **Outside of South East Queensland (SEQ)**.

SENTIMENT TOWARDS BRISBANE 2032

- The strongest positive support for and interest in Brisbane 2032 comes from Queenslanders living on the **Gold and Sunshine Coasts**. These residents are particularly optimistic about the increased tourism and more job opportunities that Brisbane 2032 will bring.
- Lower levels of general support for and interest in Brisbane 2032 are within regional Queensland (people living **Outside of SEQ**) where many express concern that there won't be any benefits for their regional communities.
- Lowest sentiment about Brisbane 2032 (including less excitement) is noted among those living in rural/remote Queensland including the **Outback and Far North Queensland** (outside of Cairns, extending north and west). These Queenslanders are more negative about the economic benefits and show doubt about receiving any personal benefit from Brisbane 2032.

COMMUNITY ATTITUDES BY SPECIFIC REGION

While there are some attitudes about Brisbane 2032 that don't differ across region, there are pockets of:

- **more positive** sentiment among **Brisbane-South** residents and the **Gold and Sunshine Coasts** (in relation to economic and personal benefits) and **Brisbane-South** residents are more complimentary of organisers; and
- **more negative** sentiment within **Townsville, Mackay** and **Outback QLD/FNQ** (ex Cairns) communities.

Specific examples of more positive regional sentiment

Sunshine Coast and Ipswich residents are:

- more likely to believe Brisbane 2032 will benefit the regional Queensland economy.
- Gold Coast** residents are:
- more positive about the likely benefits of Brisbane 2032 on Australia's economy as a whole, as well as for regional Queensland;
 - more likely to think Brisbane 2032 will deliver a "climate positive games".

Specific examples of more negative regional sentiment

Mackay, Townsville and Outback/FNQ residents are:

- more likely to think Brisbane 2032 won't benefit them personally.
- Townsville** residents are:
- more sceptical about whether regional Queensland's economy will benefit.
- QLD Outback/FNQ** residents are:
- much less likely to agree with a range of benefits associated with Brisbane 2032; including personal benefit, feeling pride, positive economic impacts, and perceiving a lack of legacy benefits for Queensland.

FEELING INFORMED ABOUT BRISBANE 2032

- **Greater Brisbane** residents feel more informed about Brisbane 2032 compared to regional Queenslanders (**Outside of SEQ**); and are more likely to say that what they have seen or heard about Brisbane 2032 has been positive.
- **Brisbane-South** residents feel the most informed about Brisbane 2032; and along with **Brisbane-North** residents, are most likely to have positive views about what they have seen and heard.
- Residents from the **Mackay** and **Outback/FNQ** specific regions feel the least informed and less positive about what they have seen or heard (than average). Hearing more of a negative narrative is also the case for **Logan-Beaudesert** and **Townsville**.

INFORMATION NEEDS

- **Gold and Sunshine Coast** residents continue to express a desire for information about the towns or locations where the events will be held.
- **Outside of SEQ**, there was less interest in knowing about the infrastructure/facilities being planned/built to cater for Brisbane 2032, compared to **Greater Brisbane** – where interest in receiving construction updates related to the infrastructure/facilities is high, as well as how their business/employment will relate to Brisbane 2032.
- More specific information needs (for the smaller region breakdowns) are highlighted later in the body of the report.

COMMUNITY ENGAGEMENT CONCEPT PREFERENCES

A themed mobile experience centre concept was described to survey respondents (further details on p46).

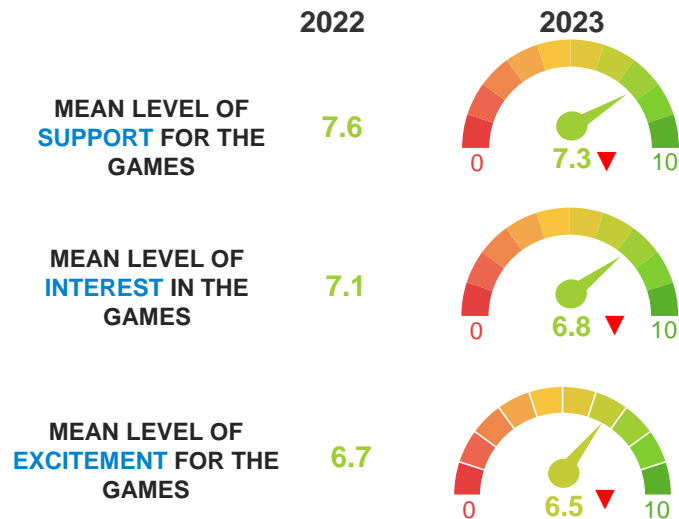
- Two in three Queenslanders expressed interest in visiting the mobile experience centre, and/or encouraging others to visit. Other Queenslanders either aren't interested, require more information about the concept (in order to decide), or would prefer an online option.
- There was sound interest in the mobile experience centre concept **Outside of SEQ**, but clear polarised opinion among residents of **Outback/FNQ** – there was high demand for it, but also a proportion who were opposed to the idea.
- Many **Brisbane-South** residents would visit but say it would depend on the information and activities offered, and more **Moreton Bay** residents said they'd prefer an online experience.
- Just under one half of Queenslanders would like to see the centre opened some time between 2025 and 2031, but others would like it available sooner.

STATEWIDE OVERVIEW - 2022 vs. 2023

AWARENESS

	2022	2023	
<i>Unprompted</i> recall of major sporting events in Australia in next 10 years	56%	64% ▲	OLYMPIC GAMES
	1%	3% ▲	PARALYMPIC GAMES
<hr/>			
<i>Prompted</i> recall that Australia has been selected for a future Olympic and Paralympic Games	81%	82%	IN AUSTRALIA
	73%	72%	IN BRISBANE
	54%	51% ▼	IN 2032

SENTIMENT



PERCEIVED BENEFITS OF GAMES

	2022	2023	
	64%	64%	Increased tourism / tourism dollars
	50%	49%	Being part of history
	49%	48%	New / improved infrastructure and facilities
	49%	46% ▼	Creation of more jobs for residents
	47%	44% ▼	Stronger economy
	47%	48%	Showcase / raise the profile of Brisbane / Queensland to the world



INTEREST IN INFORMATION

	2022	2023	
	42%	42%	Towns / locations where events will be held
	38%	40%	Ticket costs
	35%	35%	Infrastructure and facilities being planned / built

INVOLVEMENT

	2022	2023	
	74%	73%	Likely to watch the Games on TV or catch-up TV
	48%	46%	Likely to watch from live sites / events
	45%	42% ▼	Likely to purchase tickets to attend and watch live events
	34%	33%	Likely to host friends or family in their home or property as visitors
	34%	33%	Likely to attend a regional event outside of Greater Brisbane

AREAS OF CONCERN ABOUT GAMES

	2022	2023	
	49%	54% ▲	Cost concerns (any type)
	41%	43%	Increased traffic congestion during the Games
	30%	32% ▲	Tickets will be too expensive
	29%	34% ▲	Public transport during the Games
	27%	27%	Environmental impact / waste (negative)
	27%	31% ▲	Rising house prices or rents

SUMMARY – STATEWIDE CHANGES IN SENTIMENT - 2022 vs. 2023

KNOWLEDGE AND AWARENESS OF THE 2032 GAMES

- Without prompting, 64% of Queenslanders were spontaneously aware of Brisbane 2032 (as a major upcoming sporting event in the next 5 to 10 years) – which is significantly more than in 2022 (56%). In addition, the recall of the Paralympic Games without any prompting has risen to 3% of Queenslanders - a substantial increase from 1% in 2022.
- When prompted, four in five Queenslanders (82%) recalled that Australia had been selected to hold a future Olympic and Paralympic Games – unchanged from 2022 (81%). Additionally, seven in ten (72%) Queenslanders correctly recalled Brisbane as the host - similar to the 2022 benchmark (73%).
- Slighter fewer Queenslanders in 2023 (51%) were able to correctly recall that the Olympic and Paralympic Games will be held in the year, 2032 - a significant decrease compared to the benchmark (54%).

AREAS OF CONCERN ABOUT THE 2032 GAMES

- Only one in five Queenslanders (21%) indicate some level of concern or worry about Brisbane 2032 – same as 2022 (21%).
- When shown a list of potential negative impacts of Brisbane 2032 however, nearly nine in ten Queenslanders (87%) can recognise at least one concern - more than the 2022 benchmark when 16% said they had 'no concerns'.
- The **top concerns about Brisbane 2032, growing in prominence from 2022 to 2023** are:
 1. Cost-related concerns – 49% to 54% in 2023;
 2. Public transport – 29% to 34%;
 3. Tickets will be too expensive - 29% to 32%;
 4. Rising house prices or rents – 27% to 31%.
- Other than cost, increased traffic congestion during Brisbane 2032 is the single most important concern with 43% choosing this from a list of potential concerns.

OVERALL SENTIMENT TOWARDS 2032 GAMES

- While community support for Brisbane 2032 remains moderate, with three in four Queenslanders (73%) expressing support, this represents a small decline since 2022 (76%).
- Interest levels in Brisbane 2032 also remain moderate with 70% of Queenslanders expressing interest, but a small significant decrease is apparent compared to the 2022 benchmark (73%).
- Excitement about Brisbane 2032 has additionally slightly decreased in 2023 with 63% of Queenslanders expressing some level of excitement, slightly less than 2022 (66%).
- For all of the above measures it is the proportions of Queenslanders having *strong positive feelings* about Brisbane 2032 that is driving the overall decreases in sentiment (i.e. fewer Queenslanders feeling *very supportive*, *very interested* and *very excited*).

LEVEL OF INVOLVEMENT IN THE 2032 GAMES

- The most likely intended involvement in Brisbane 2032 continues to be watching it on TV or catch-up TV (73% vs. 74% in 2022), followed by watching from live sites (46% vs. 48% in 2022).
- Compared to the 2022 benchmark, there are **some decreases in intention**:
 - 42% of respondents expressed a desire to purchase tickets and watch live events, vs. 45% in 2022;
 - 26% said they would watch or participate in the torch relay, vs. 30% in 2022;
 - 19% want to volunteer at Brisbane 2032, vs. 23% in 2022.

PERCEIVED BENEFITS/POSITIVE IMPACTS OF THE GAMES

- The **top perceived benefits of Brisbane 2032** continue to be:
 1. Increased tourism / tourism dollars (64%) – no change to the 2022 benchmark (64%);
 2. Being part of history (49% vs. 49% in 2022);
 3. New / improved infrastructure and facilities (48% vs. 49% in 2022);
 4. Showcase / raise the profile of Brisbane / Queensland to the world (48% vs. 47% in 2022).

Additional **top perceived benefits of Brisbane 2032**, but experiencing **slight decreases** in 2023:

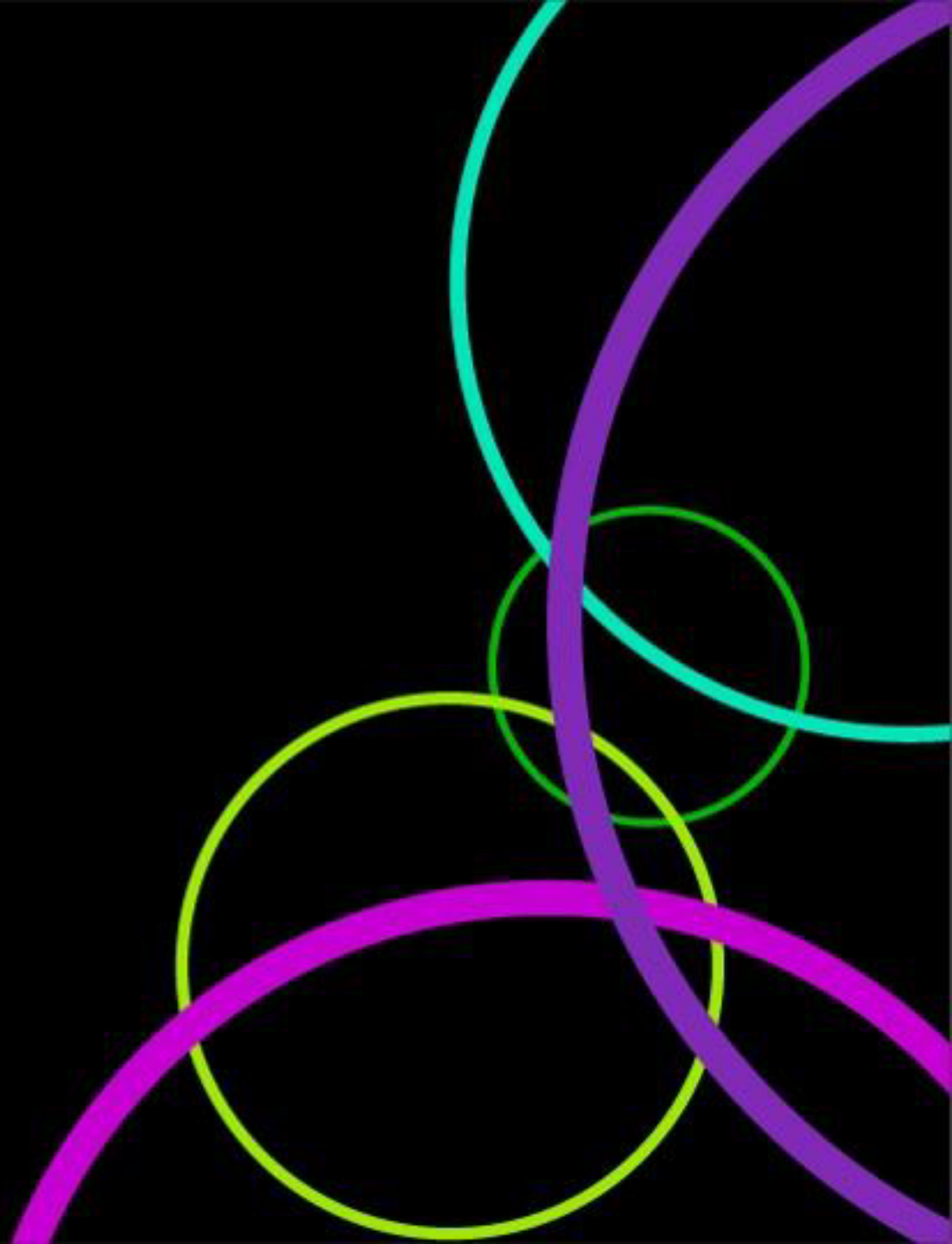
1. The creation of more jobs for residents in relation to Brisbane 2032 (46% vs. 49% in 2022);
2. A stronger economy (44% vs. 47% in 2022).

INFORMATION NEEDS

- Queenslanders' views on feeling informed about Brisbane 2032 continue to be varied. This year though, while 36% indicated that they did feel informed, this is a significant decrease from the previous year's figure of 43% (2022).
- In terms of the types of information Queenslanders want, there is little change between 2022 and 2023, with the most desired information being knowing the towns/locations where events will be held (42%), ticket costs (40%), and what infrastructure/facilities are being planned/built (35%).
- One noted change this year, is **more demand** for budget information/how the Games are being paid for – one in three Queenslanders want to know this (32%) compared to slightly fewer in the 2022 benchmark (29%).

2.

**Research background,
objectives and approach**



RESEARCH PROJECT BACKGROUND AND OBJECTIVES

Queensland will host the Brisbane 2032 Olympic and Paralympic Games ('Brisbane 2032'). In May 2022, the State of Queensland, acting through the Department of the Premier and Cabinet (DPC) commissioned Kantar Public to undertake research to measure broad community and stakeholder sentiment in the lead up to 'Brisbane 2032', including expectations, perceived benefits and legacy opportunities.

Baseline KPIs were measured in 2022 (10 years out from Brisbane 2032), and this 2023 research is the first annual wave of quantitative findings to measure changes in key measures over time and inform strategy development.

Broadly, the annual program of research will:

- **Inform the Queensland Government about Queenslanders' views about the benefits and opportunities that Brisbane 2032 will bring to Queensland and their own regions;**
- **Seek to identify any issues or concerns around the staging of the event;**
- **Shape and track progress of the government's 10-year road map; and**
- **Inform further engagement and communications across Queensland and in region specific communities.**

The target audience for the research was all Queenslanders aged 13 years and over. Data collection periods and sample sizes are shown below.

Survey waves	Data collection period	Sample size
2022 baseline survey (Benchmark)	27th June -11th July, 2022	n=2,245
2023 survey (Wave 1)	29th May – 13th June, 2023	n=2,325



QUANTITATIVE RESEARCH APPROACH



Data collection method

- Online using research panels (n=2,111)
- CATI (telephone interviews) with 'harder to reach' Queenslanders including low/no internet users (focus on regional, rural/remote Queensland) (n=214)



Survey length

- Online: 15 minutes
- CATI: 15 minutes
(note: to meet the average questionnaire length target, some questions in the online survey were omitted for CATI)



Target respondent

- Queensland general population aged 13-69 years.
- Respondents answering the 2022 community sentiment survey benchmark were excluded from completing this 2023 survey.
- Consent from parents was sought for youth aged 13-15 years.
- Refer overleaf for geographic breakdown of surveys.



Data collection dates

29th May – 13th June, 2023



Sample size

n=2,325 surveys achieved; estimated margin of error is very low at $\pm 2.02\%$ *



Quotas

- To ensure appropriate coverage of Queensland, quotas were set for age, gender and location.



Weighting

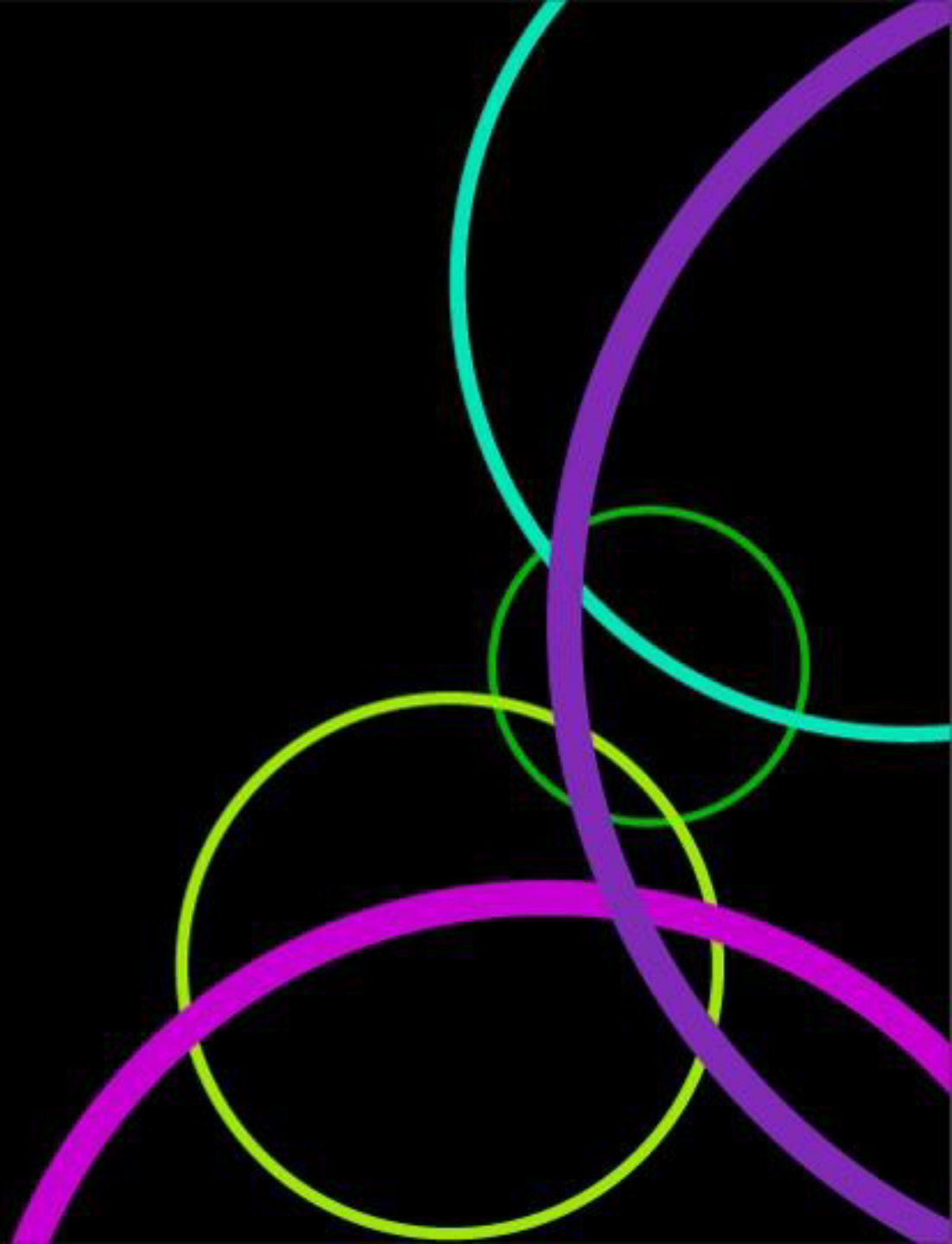
- The data has been post-weighted by age, gender and location to correct for any minor skews – interlocked ABS 2021 Census data has been used.
- All figures in this report are weighted.

GEOGRAPHICAL BREAKDOWN OF SURVEYS

A total of n=2,325 surveys were completed across the geographical breakdowns below, which allowed coverage of the 19 SA4s (ABS Statistical Area Level 4) in Queensland, with priority focus given to those locations hosting Brisbane 2032 events.

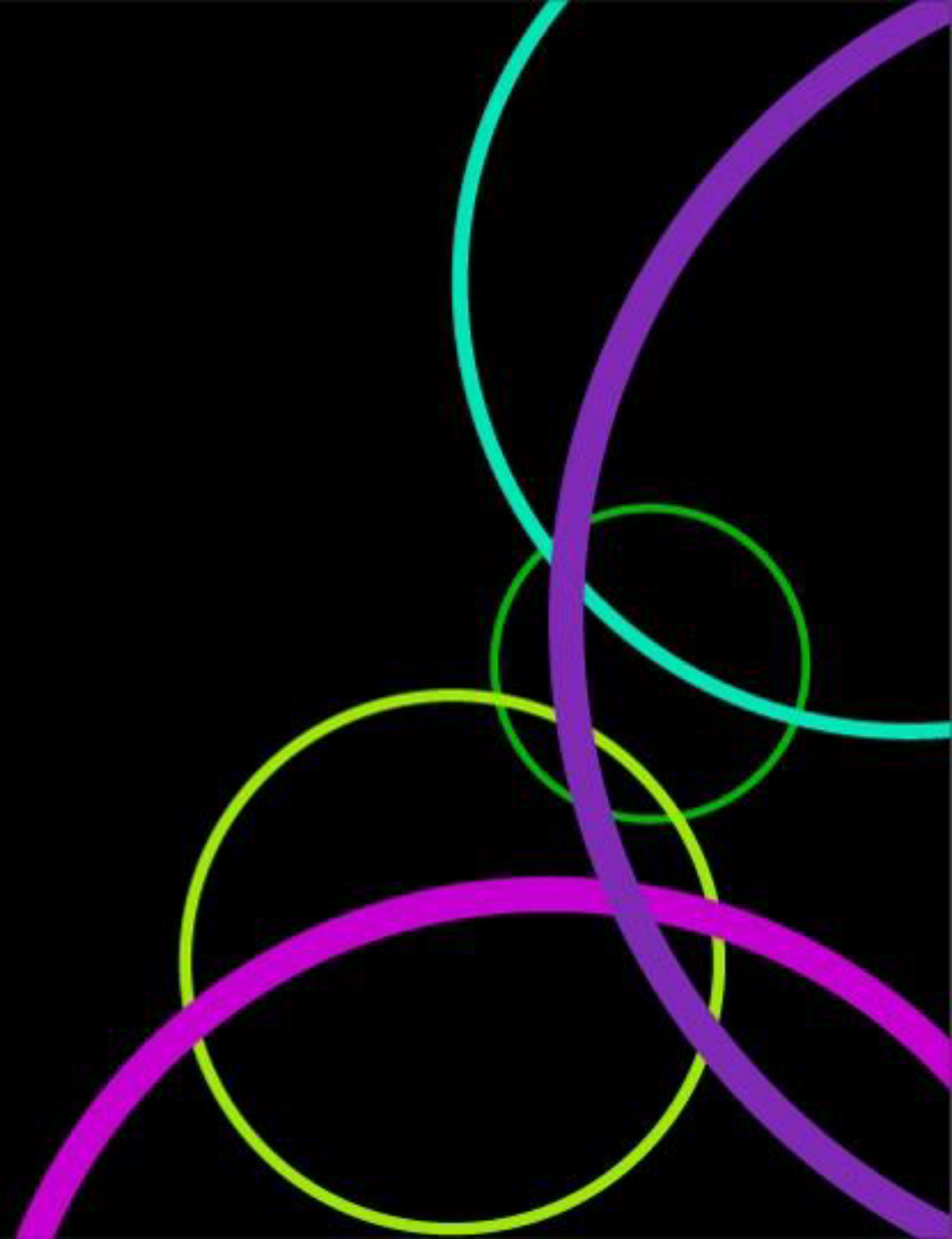
Location (SA4 definitions)	Sample size (n=)	
Greater Brisbane (Consisting of the SA4s: Brisbane Inner City, Brisbane – North, Brisbane – South, Brisbane – East, Brisbane – West, Moreton Bay – North, Moreton Bay – South, Ipswich, Logan - Beaudesert)	767	← Referred to throughout the report as Greater Brisbane (n=767)
Sunshine Coast	263	} Referred to throughout the report as Gold and Sunshine Coasts or Other SEQ (n=542)
Gold Coast	279	
Toowoomba	80	
Darling Downs - Maranoa	41	} Referred to throughout the report as Outside of SEQ (n=1,015)
Cairns	172	
Townsville	170	
Mackay-Isaac-Whitsunday	143	
Central Queensland	120	
Wide Bay	83	
Queensland (Rural/Remote) – Outback, Far North Queensland (outside of Cairns, extending north and west)	207	
Total Queensland sample size	2,325	

3. Findings



3.1

Knowledge and awareness of the 2032 Olympic and Paralympic Games

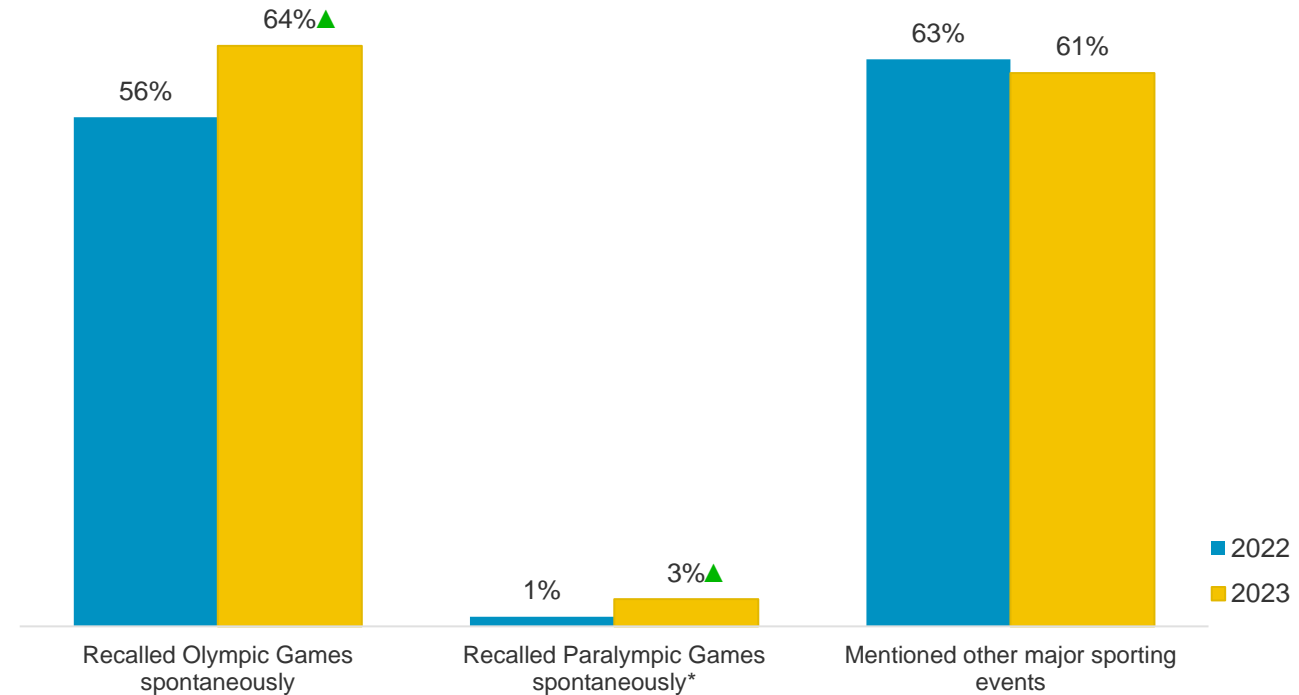


UNPROMPTED RECALL OF MAJOR SPORTING EVENTS IN AUSTRALIA

In 2023, when asked about major sporting events being held in Australia (in the coming 5 to 10 years), a notable (64%) mentioned “the Olympic Games” in their unprompted responses. This figure reflects a significant increase compared to the previous wave's 56%.

- In addition, other major sporting events garnered mentions as well, with 63% in 2022 and 61% in 2023.
- The “Paralympic Games/Special Olympics” was spontaneously recalled by 3%, which is significantly higher than the previous wave in 2022 (1%).

Unprompted recall of major sporting events happening in Australia in next 10 years

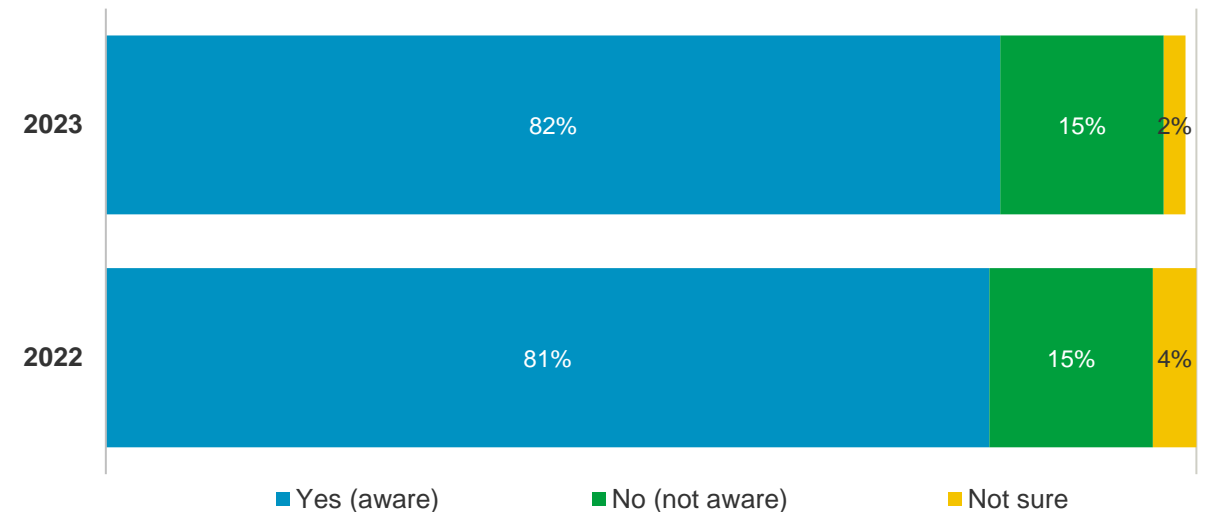


PROMPTED RECALL OF GAMES BEING HELD IN AUSTRALIA

Prompted awareness was higher (than unprompted mentions) with 82% recognising that Australia had been selected for a future Olympic and Paralympic Games, a similar result to the previous wave (81%).

- A larger (than average) proportion (89%) of 60-69 year-olds have an awareness of Australia being selected to hold a future Olympic and Paralympic Games.
- People residing in the **Greater Brisbane** area exhibit a higher level of awareness, with 85% of respondents demonstrating (prompted) awareness, compared to 76% among individuals **Outside of SEQ**.
- In Brisbane-Inner City and Brisbane-East, awareness was the highest, with 9 out of 10 (90%) in Brisbane-Inner City and an even higher percentage aware in Brisbane-East (92%).
- Queenslanders with a general interest in sports and fitness demonstrated a higher level of recall compared to others, with 85% of them recalling that Australia had recently been selected to hold a future Olympic and Paralympic Games.

Prompted recall that Australia had been selected for a future Olympic and paralympic games



AWARENESS OF GAMES LOCATIONS

When shown the locations, three-quarters (72%) selected Brisbane as the host city (no change since 2022). More than half (55%) identified Gold Coast as a supporting regional location.

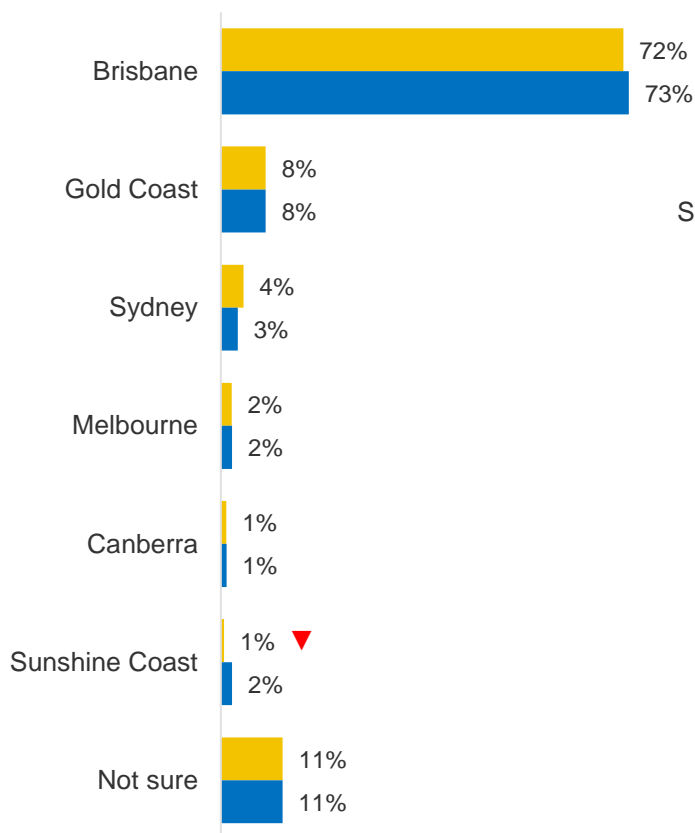
Awareness of Host City

- Those living **Outside of SEQ** were less aware of Brisbane as the host city (66%) than those living in **Greater Brisbane** (74%) and the Gold Coast (77%).
- Three out of four (74%) non-First Nations participants selected Brisbane as the main host city, compared to 55% of those who identify as First Nations.

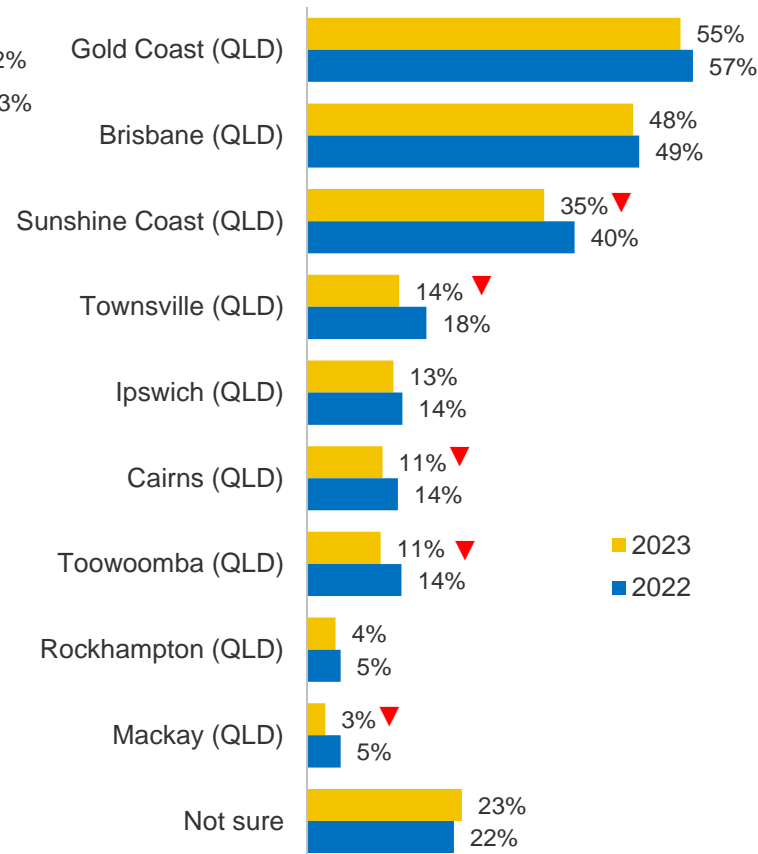
Awareness of supporting regional locations

- One-third (35%) identified Sunshine Coast as a regional (supporting) location, a significant decrease from the previous wave (40%).
- The awareness of Townsville as a regional (supporting) location was limited, with only 14% of respondents being aware, also a significant decrease from the previous year's figure of 18%.
- One in ten (11%) selected Toowoomba as a regional (supporting) location, another decrease from the previous year's figure of 14%.

Awareness of Host City



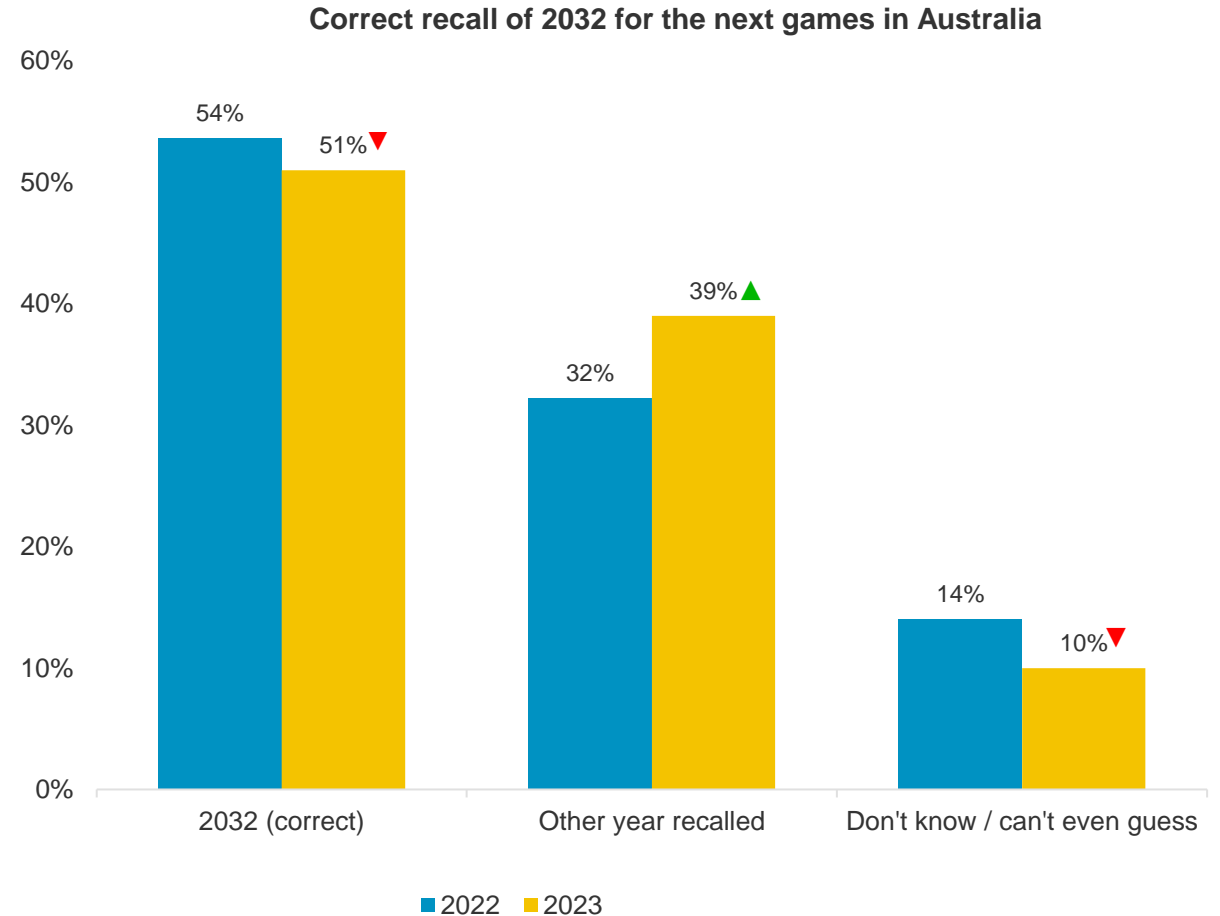
Awareness of supporting regional locations



AWARENESS OF YEAR THE GAMES WILL BE HELD IN AUSTRALIA

One half (51%) of research participants input the year, “2032” as the year when the Olympic and Paralympic Games will be held in Brisbane, a significant decrease from the previous wave (54%).

- Two in five (39%) recalled another year different to 2032, which is significantly higher than the previous wave (32%).
- One in ten (10%) selected the 'don't know' option, which is a significant decline to the previous year (14%).
- Participants **Outside of SEQ** were less likely to recall 2032 for the next games in Australia (42%); this was significantly lower in contrast to **Greater Brisbane** (54%) and the **Gold and Sunshine Coasts** (57%).
- Those who are 50-69 years were the most likely to input “2032” as the year (63%). In contrast, among the younger population 18-29 years, awareness that 2032 is the year when the Olympics and Paralympics will be held, was much lower (39%).
- More than half of males (56%) input the correct year, “2032”, which was considerably higher contrary to females (46%).

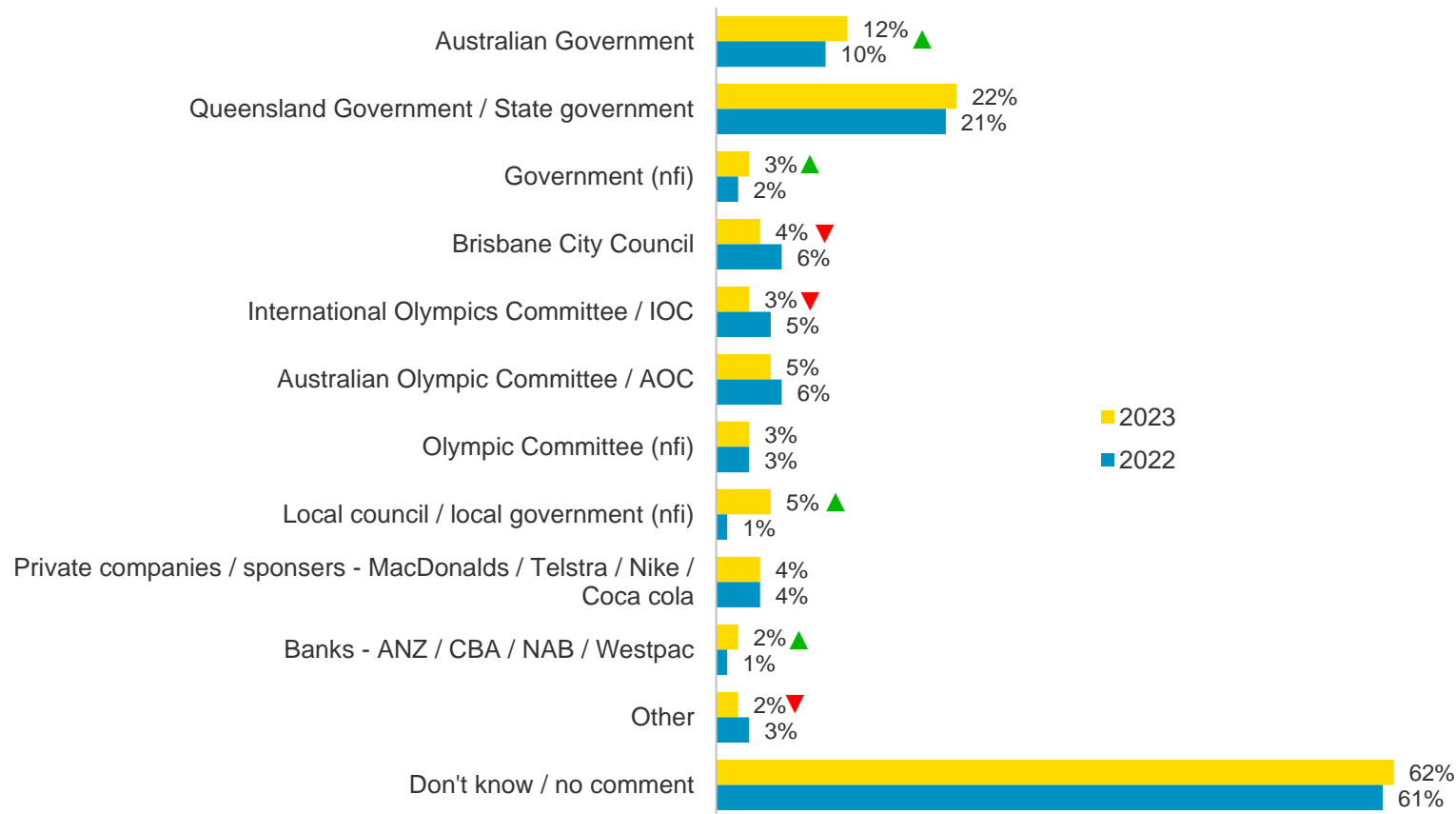


AWARENESS OF ORGANISATIONS INVOLVED IN ORGANISING BRISBANE 2032

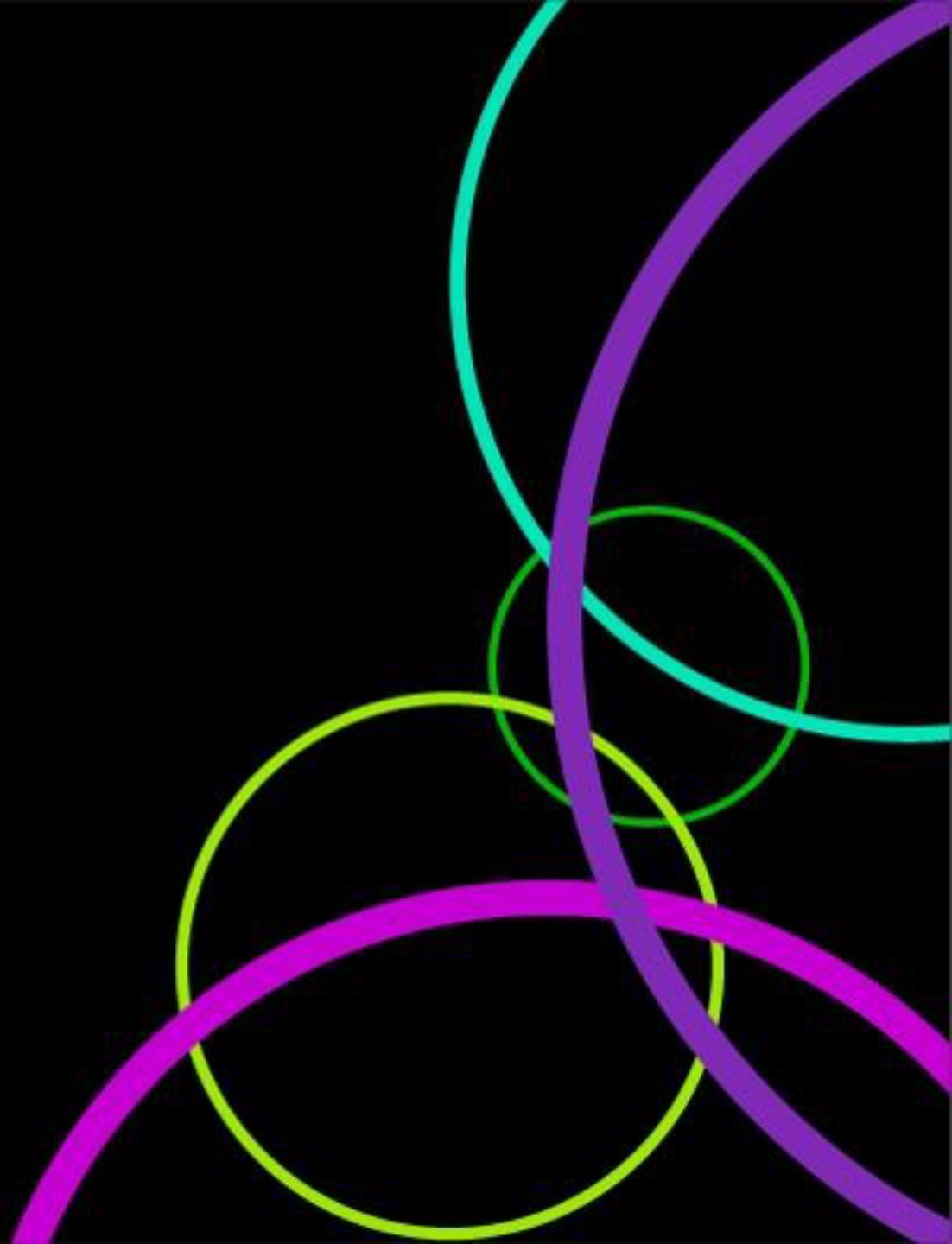
While most Queenslanders (62%) can't identify who the organisers of Brisbane 2032 are, one in four (22%) mentioned the "Queensland or state government" as being involved in organising and delivering Brisbane 2032, and one in ten (12%) mentioned the "Australian Government" - an increase in comparison with the previous year (10%).

- 4% of respondents recalled the Brisbane City Council as an organiser, which represents a decrease compared to the previous year's figure of 6%. A further one in twenty (5%) though mentioned the "Local council / local government" (with no further information) as one of the main organisers, which was more than 2022 (1%).
- Only (3%) mentioned the International Olympics Committee / IOC as involved in organising Brisbane 2032, lower than the previous wave (5%) – but an additional 3% mentioned "Olympic Committee" (with no further information or additional words).
- Various banks – ANZ / CBA/ NBA/Westpac - received mentions from 2% of participants, an increase from the previous year's figure of 1%.

Unprompted recall of organisations involved in organising and delivering 2032 games



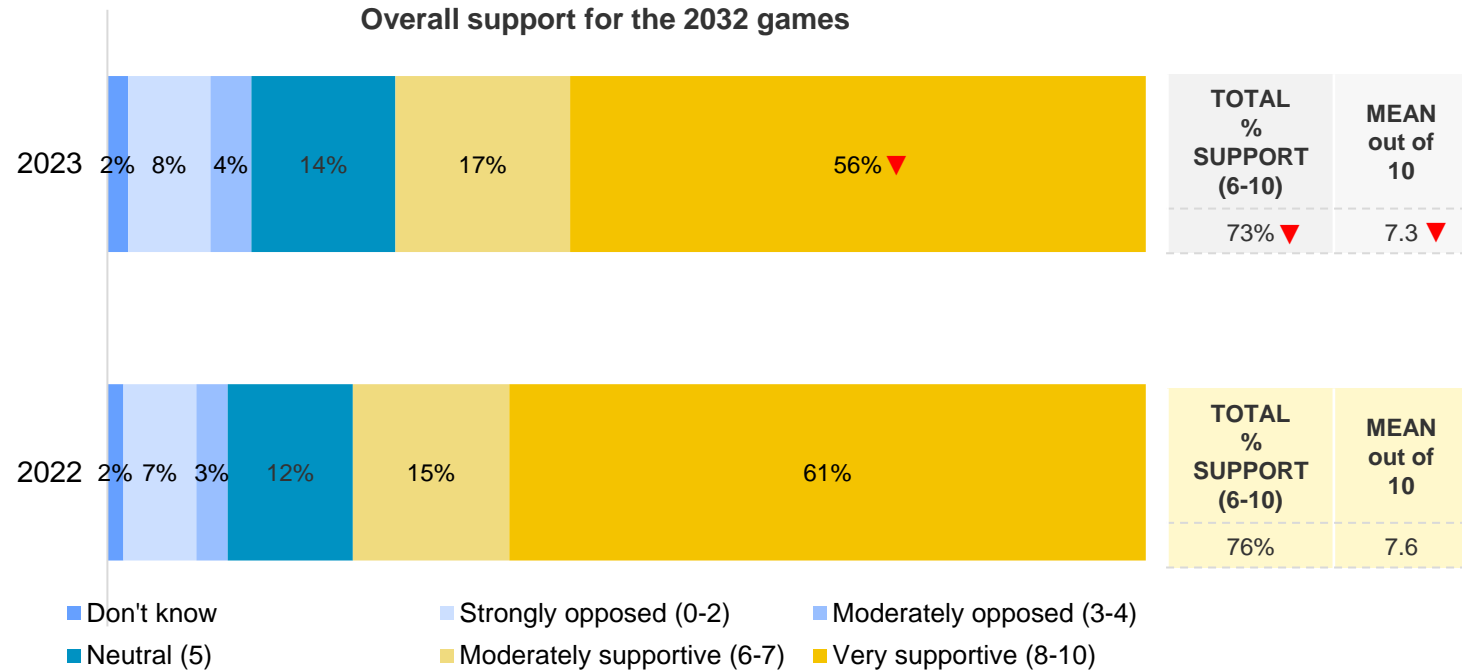
3.2 Sentiment towards Brisbane 2032



OVERALL SUPPORT FOR BRISBANE 2032

Unchanged since 2022, three-quarters of Queenslanders (73%) support Brisbane 2032 (rating their support a 6 to 10 out of 10). Over one half (56%) of Queenslanders are *very supportive* of the Brisbane 2032 Olympics and Paralympics Games (giving a 8 to 10 out of 10). This *strong* level of support however, has decreased slightly in comparison with the previous wave (61%).

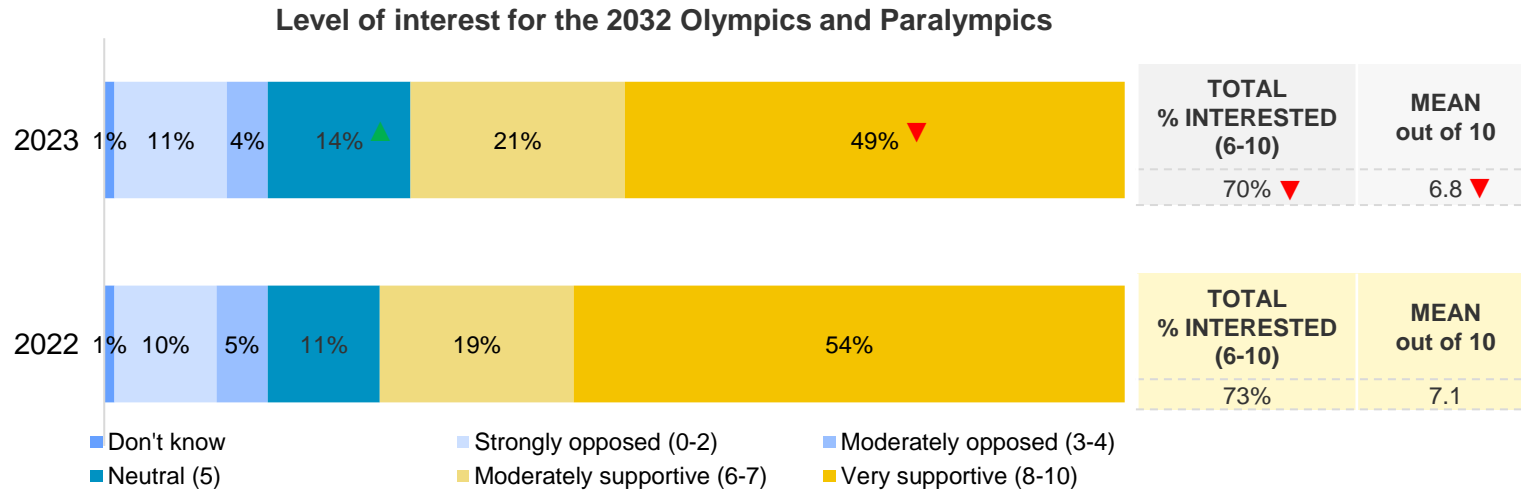
- Just over three in five (64%) respondents from the **Gold and Sunshine Coasts** are *very supportive* (rating their support as 8-10 out of 10) of the 2032 games. In contrast, 53% feel this way about Brisbane 2032 in **Greater Brisbane** and **Outside of SEQ**.
- Around two-fifths (43%) of people located in Outback Queensland/FNQ (ex. Cairns) are *very supportive*, which is significantly lower in comparison with other areas of Queensland.
- Parents with children under 18 years in their households display a strong level of support for the games, with 60% *very supportive*. This level of support is significantly higher when compared to those without children (53%).
- Those with children who regularly participate or attend organised sports are also more supportive of the games (67% *very supportive*), than others who don't (50%).
- Respondents who they themselves actively participate or attend organised sports exhibited a significantly higher level of strong support for the games (64%), in contrast to those who do not participate or attend organised sports (48%).



INTEREST IN BRISBANE 2032

Overall (total) interest in Brisbane 2032 has slightly decreased since last year to 70% from 73% (2022). This year, one in two Queenslanders (49%) say they are *very interested* in Brisbane 2032, although the previous year *strong* interest was slightly higher (54%).

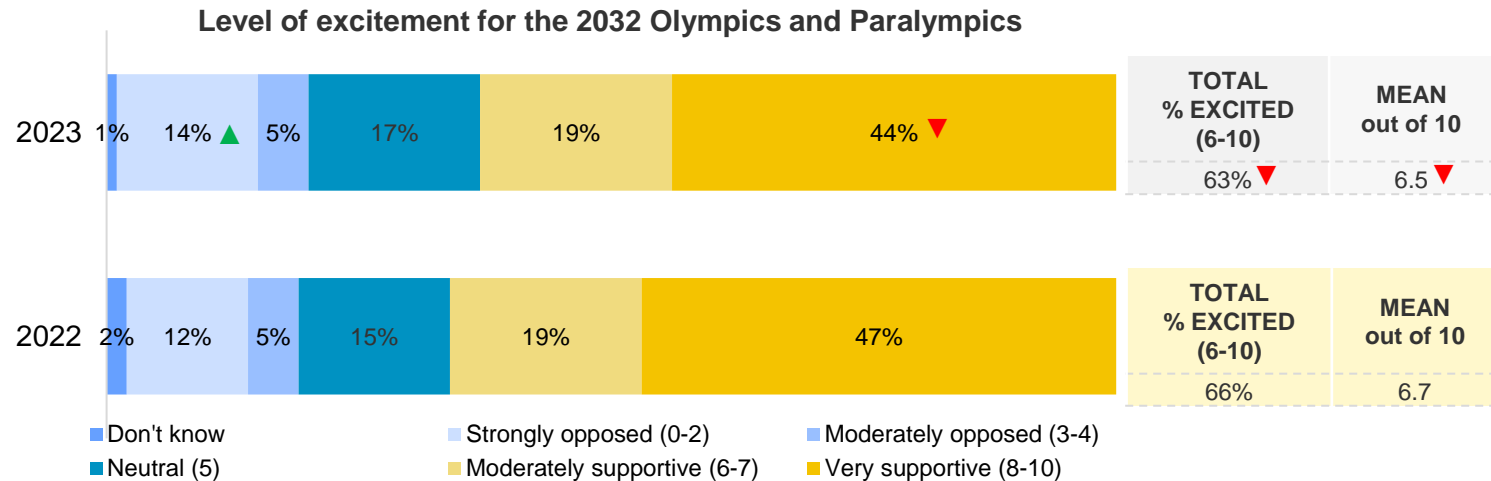
- Respondents in the **Gold and Sunshine Coasts** feel significantly more interested in the games (56% *very interested*), in contrast with those **Outside of SEQ** (43%).
- Outback QLD/FNQ (ex Cairns) are remarkably less interested (23% *very interested*), in comparison with other Queensland regions.
- Younger Queenslanders, specifically those aged 13 to 17 years, demonstrated a significantly lower level of interest in the games, with 35% expressing they are *very interested* (rating their interest as 8-10 out of 10). In contrast, older age groups showed higher levels of interest.
- Individuals who regularly participate or attend organised sports exhibited a significantly higher level of interest in the games, with 59% expressing a keen interest. In contrast, those who do not participate in or attend organised sports show lower interest (39%).



EXCITEMENT FOR BRISBANE 2032

Overall (total) excitement in Brisbane 2032 has also slightly decreased since last year (63% from 66% in 2022). This year, two in five Queenslanders (44%) say they are *very excited* about the games, slightly lower than in 2022 (47%).

- While excitement levels seem higher among 30-49 year olds, compared to older Queenslanders, 50-69 years, there aren't any other notable statistically significant differences in excitement levels across the different sub-groups in the research.
- Queenslanders living in the Outback QLD/FNQ (ex Cairns) however exhibit less excitement (30% *very excited*) compared to the other specific Queensland regions where levels of excitement are higher than this.



ASPECTS, ACTIVITIES OR EVENTS MOST EXCITED ABOUT

Many respondents mentioned Swimming as one of the most exciting aspects or events of Brisbane 2032; with Diving, Running and Gymnastics next most popular. Other exciting sports mentioned were Basketball, Cricket and Marathons.

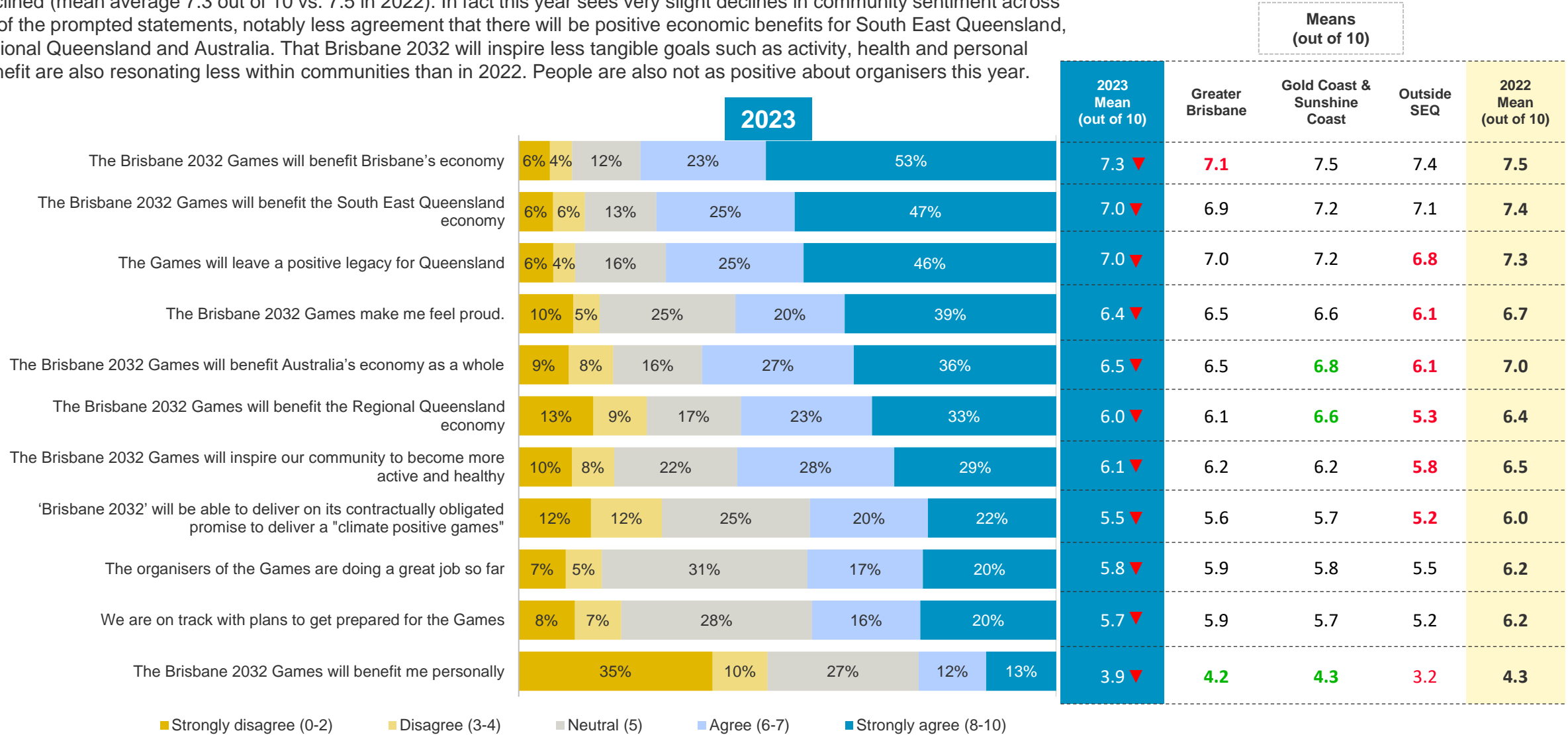
Aspects, Activities Or Events Most Excited About



AGREEMENT WITH SENTIMENT STATEMENTS

Although most Queenslanders think Brisbane 2032 will benefit Brisbane's economy (76% total agreement), this has slightly declined (mean average 7.3 out of 10 vs. 7.5 in 2022). In fact this year sees very slight declines in community sentiment across all of the prompted statements, notably less agreement that there will be positive economic benefits for South East Queensland, regional Queensland and Australia. That Brisbane 2032 will inspire less tangible goals such as activity, health and personal benefit are also resonating less within communities than in 2022. People are also not as positive about organisers this year.

Agreement with sentiment statements



AGREEMENT WITH SENTIMENT STATEMENTS BY SPECIFIC REGION

Queenslanders across the regions feel similarly about the economic benefits for Brisbane and South East Queensland and that Brisbane 2032 will generate pride. For other sentiments, there are some significant differences in attitudes about Brisbane 2032. More positive sentiment is evident among residents living in Brisbane-South who are more complimentary about the 'organisers doing a great job so far', and feel that they will personally benefit – whereas, Townsville, Mackay and the Outback/FNQ (ex Cairns) are unlikely to feel they will personally benefit. A regional economic benefit for Queensland is more likely to be felt among residents of Ipswich, and the Coasts. Queenslanders living in the Outback/FNQ (ex Cairns) feel more negative than average across many of the sentiment statements.

	Total	Brisbane Inner City	Brisbane - East	Brisbane - North	Brisbane - South	Brisbane - West	Moreton Bay - North	Moreton Bay - South	Ipswich	Logan – Beaudesert	Sunshine Coast	Gold Coast	Toowoomba	Darling Downs - Maranoa	Cairns	Townsville	Mackay - Isaac - Whitsunday	Central QLD	Wide Bay	QLD – Outback/FNQ (ex Cairns)
n=	2325	174	58	46	88	33	101	61	111	95	263	279	80	41	172	170	143	120	83	207
The Brisbane 2032 Games will benefit Brisbane's economy	7.3 ▼	7.2	7.1	6.8	7.6	6.6	6.9	7.0	7.2	6.9	7.5	7.5	7.2	6.9	7.3	7.7	7.6	7.2	7.3	7.7
The Brisbane 2032 Games will benefit the South East Queensland economy	7.0 ▼	6.8	6.9	6.8	7.5	6.1	6.8	7.1	7.2	6.6	7.2	7.3	6.8	6.8	7.1	7.3	7.1	7.2	6.8	7.3
The Games will leave a positive legacy for Queensland	7.0 ▼	7.2	6.9	7.0	7.5	6.2	6.8	7.3	6.8	6.9	7.2	7.2	7.0	6.3	7.1	7.0	7.1	6.8	6.7	6.1
The Brisbane 2032 Games will benefit Australia's economy as a whole	6.5 ▼	6.7	6.2	6.6	7.2	6.3	6.4	6.4	6.3	6.3	6.6	6.9	6.6	6.4	6.3	6.1	6.1	6.3	6.4	5.6
The Brisbane 2032 Games make me feel proud	6.4 ▼	6.4	6.4	6.5	6.9	6.2	6.5	6.6	6.3	6.4	6.6	6.6	6.5	6.2	6.5	5.9	6.3	6.0	6.1	5.8
The Brisbane 2032 Games will inspire our community to become more active and healthy	6.1 ▼	6.2	6.3	6.4	6.9	5.6	6.0	6.2	6.0	6.2	6.2	6.2	6.0	5.9	6.1	6.1	6.0	5.9	6.1	5.0
The Brisbane 2032 Games will benefit the Regional Queensland economy	6.0 ▼	5.9	6.0	6.1	6.8	5.2	6.1	5.9	6.6	6.1	6.6	6.7	6.3	5.1	5.7	5.3	5.4	5.6	6.1	4.3
The organisers of the Games are doing a great job so far	5.8 ▼	5.8	5.6	6.0	6.8	4.7	5.8	6.0	5.9	5.8	5.6	5.9	6.4	5.9	6.2	5.6	5.9	5.9	6.0	5.2
We are on track with plans to get prepared for the Games	5.7 ▼	5.9	5.2	5.7	6.6	5.4	5.8	6.0	6.0	5.6	5.4	5.9	5.9	5.1	5.8	5.7	5.7	5.6	5.9	4.7
'Brisbane 2032' will be able to deliver on its contractually obligated promise to deliver a "climate positive games"	5.5 ▼	5.4	5.7	6.0	6.3	4.8	5.5	5.6	5.6	5.5	5.5	6.0	5.5	5.2	5.4	5.5	5.2	5.6	5.9	4.4
The Brisbane 2032 Games will benefit me personally	3.9 ▼	4.5	3.9	5.0	5.0	3.9	4.0	3.8	3.9	3.9	4.2	4.4	4.4	3.7	3.4	3.2	3.0	3.6	4.1	2.2

BASE: All respondents 2023 (n=2,325)

B8. To what extent do you agree or disagree with the following statements about the Brisbane 2032 Olympic and Paralympic Games?

Note: Figures in green and red are significantly higher or lower than the TOTAL at a 95% confidence interval.

Don't know was not included in the Mean (average) calculations.

AGREEMENT WITH SENTIMENT STATEMENTS BY AGE AND GENDER

Looking at the Queensland population by age and gender, there are some significant differences in sentiment. Believing Brisbane 2032 will leave a positive legacy is more likely among younger Queenslanders aged 18 to 29 years (mean 7.3 out of 10) compared to older Queenslanders 60-69 years (6.5). Younger Queenslanders 18 to 29 years are most positive about the organisers (doing a good job and being on track), and those 18 to 39 years are more likely to think they will benefit personally and feel inspired to become more active and healthy.

For many of the sentiment statements, the 60+ year olds are significantly more negative, especially for the games benefitting them personally (2.8). Females (3.7) too are more likely to feel this way compared to males (4.2) who are more optimistic about personal benefit. Genders don't differ on any of the other attitudes about Brisbane 2032. Compared to younger people, the 60-69 year age group are less satisfied with their perception of the organisers and are less likely to think there will be positive legacy and that they will be motivated to become more active and healthy.

	n=	Total	Age group					Gender			
			13-17 years	18-29 years	30-39 years	40-49 years	50-59 years	60-69 years	Male	Female	Identify another way
		2325	159	781	469	235	347	334	818	1501	6
The Brisbane 2032 Games will benefit Brisbane's economy		7.3 ▼	7.5	7.2	7.4	7.0	7.5	7.2	7.3	7.3	6.3
The Brisbane 2032 Games will benefit the South East Queensland economy		7.0 ▼	6.9	6.9	7.2	6.9	7.2	6.9	7.0	7.1	5.3
The Games will leave a positive legacy for Queensland		7.0 ▼	7.2	7.3	7.1	6.5	7.1	6.5	6.9	7.1	6.5
The Brisbane 2032 Games will benefit Australia's economy as a whole		6.5 ▼	6.9	6.7	6.6	6.1	6.4	6.1	6.5	6.5	5.5
The Brisbane 2032 Games make me feel proud		6.4 ▼	6.2	6.5	6.6	6.1	6.5	6.1	6.3	6.4	6.3
The Brisbane 2032 Games will inspire our community to become more active and healthy		6.1 ▼	6.5	6.4	6.4	5.8	5.9	5.6	6.1	6.1	4.5
The Brisbane 2032 Games will benefit the Regional Queensland economy		6.0 ▼	6.7	6.2	6.1	5.9	5.9	5.5	6.0	6.0	6.2
The organisers of the Games are doing a great job so far		5.8 ▼	6.0	6.2	6.1	5.7	5.6	5.2	5.8	5.9	5.8
We are on track with plans to get prepared for the Games		5.7 ▼	5.9	6.0	6.0	5.6	5.5	5.2	5.7	5.7	4.7
'Brisbane 2032' will be able to deliver on its contractually obligated promise to deliver a "climate positive games"		5.5 ▼	5.1	5.7	5.7	5.5	5.3	5.4	5.6	5.4	6.8
The Brisbane 2032 Games will benefit me personally		3.9 ▼	4.3	4.5	4.4	3.8	3.6	2.8	4.2	3.7	2.8

BASE: All respondents 2023 (n=2325)

B8. To what extent do you agree or disagree with the following statements about the Brisbane 2032 Olympic and Paralympic Games?

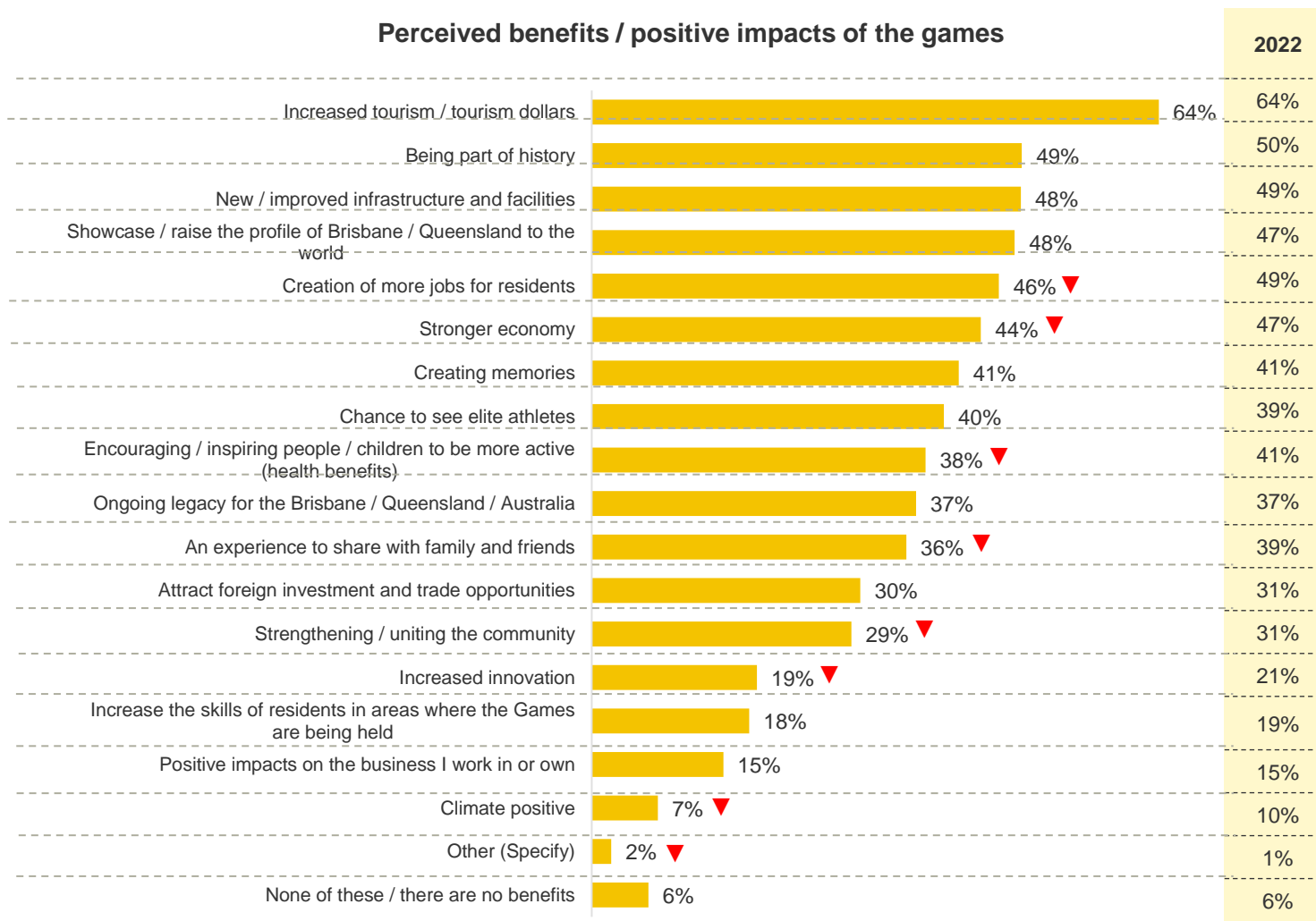
Note: Figures in **green** and **red** are significantly **higher** or **lower** than the TOTAL at 95% confidence interval.

Don't know was not included in the Mean (average) calculations..

PERCEIVED BENEFITS / POSITIVE IMPACTS OF BRISBANE 2032

The recognition of key benefits such as tourism, legacy and showcasing Brisbane haven't altered since last year, but for other benefits of Brisbane 2032, there are slight decreases in the recognition of benefits, such as fewer thinking more jobs/better economy will result from Brisbane 2032.

- More respondents from the **Gold and Sunshine Coasts** (70%) think increased tourism will be a benefit in comparison to other Queenslanders (64%).
- Furthermore, more people from the **Gold and Sunshine Coasts** (55%), believe that Brisbane 2032 will generate more job opportunities. In contrast, fewer Queenslanders in other parts of the state hold this belief (37%).
- Participants with a second language (CALD) are more likely to think that the games will create a stronger economy (60%), compared to non-CALD Queenslanders (43%).
- Compared to households without children, parents with children under 18 years are more likely to have positive perceptions about being part of history (53%), and additionally, they view the experience as something to share with family and friends, with 41% acknowledging the significance of this aspect.



PERCEIVED BENEFITS / POSITIVE IMPACTS BY AGE AND GENDER

Over half (57%) of 50-59 years feel the new/improved infrastructure and facilities will be important benefits of Brisbane 2032 (vs. 48% average).

Females expressed a higher appreciation that Brisbane 2032 will mean being part of history, with 52% indicating this, which is lower for males (45%). Attracting foreign investment and trade opportunities was mentioned as a Brisbane 2032 benefit by more males (35%) than females (26%).

	Total	Age group						Gender		
		13-17 years	18-29 years	30-39 years	40-49 years	50-59 years	60-69 years	Male	Female	Identify another way
n=	2,325	159	781	469	235	347	334	818	1501	6
Increased tourism / tourism dollars	64%	57%	57%	69%	63%	65%	69%	63%	65%	83%
Being part of history	49%	50%	51%	53%	45%	49%	40%	45%	52%	33%
New / improved infrastructure and facilities	48%	32%	40%	53%	48%	57%	51%	50%	47%	67%
Showcase / raise the profile of Brisbane / Queensland to the world	48%	40%	42%	46%	47%	54%	57%	45%	51%	33%
Creation of more jobs for residents	46%	34%	40%	48%	49%	51%	49%	44%	48%	50%
Stronger economy	44% ▼	37%	44%	47%	45%	44%	42%	46%	42%	17%
Creating memories	41% ▼	39%	39%	45%	45%	44%	35%	41%	42%	50%
Chance to see elite athletes	40%	47%	43%	36%	35%	41%	40%	42%	38%	67%
Encouraging / inspiring people / children to be more active	38%	40%	39%	35%	37%	38%	39%	37%	39%	33%
Ongoing legacy for the Brisbane / Queensland / Australia	37% ▼	44%	37%	36%	35%	36%	36%	36%	38%	33%
An experience to share with family and friends	36%	37%	37%	38%	33%	35%	31%	33%	38%	33%
Attract foreign investment and trade opportunities	30% ▼	32%	33%	30%	27%	31%	29%	35%	26%	17%
Strengthening / uniting the community	29%	38%	32%	29%	30%	29%	23%	29%	29%	17%
Increased innovation	19% ▼	24%	21%	18%	18%	17%	16%	21%	17%	0%
Increase the skills of residents in areas where the Games are being held	18% ▼	23%	17%	20%	18%	17%	14%	18%	17%	17%
Positive impacts on the business I work in or own	15%	13%	15%	17%	18%	10%	14%	16%	13%	0%
Climate positive	7%	11%	9%	8%	7%	6%	6%	8%	7%	0%
Other (specify)	2% ▼	1%	0%	1%	1%	5%	6%	2%	2%	0%
None of these / there are no benefits	6% ▼	6%	5%	5%	8%	7%	11%	6%	7%	0%

BASE: All respondents 2023 (n=2,325)

B5. Which of the following, if any, do you think will be the benefits (positive impacts) of the Brisbane 2032 Olympics and Paralympics? (Multiple response)

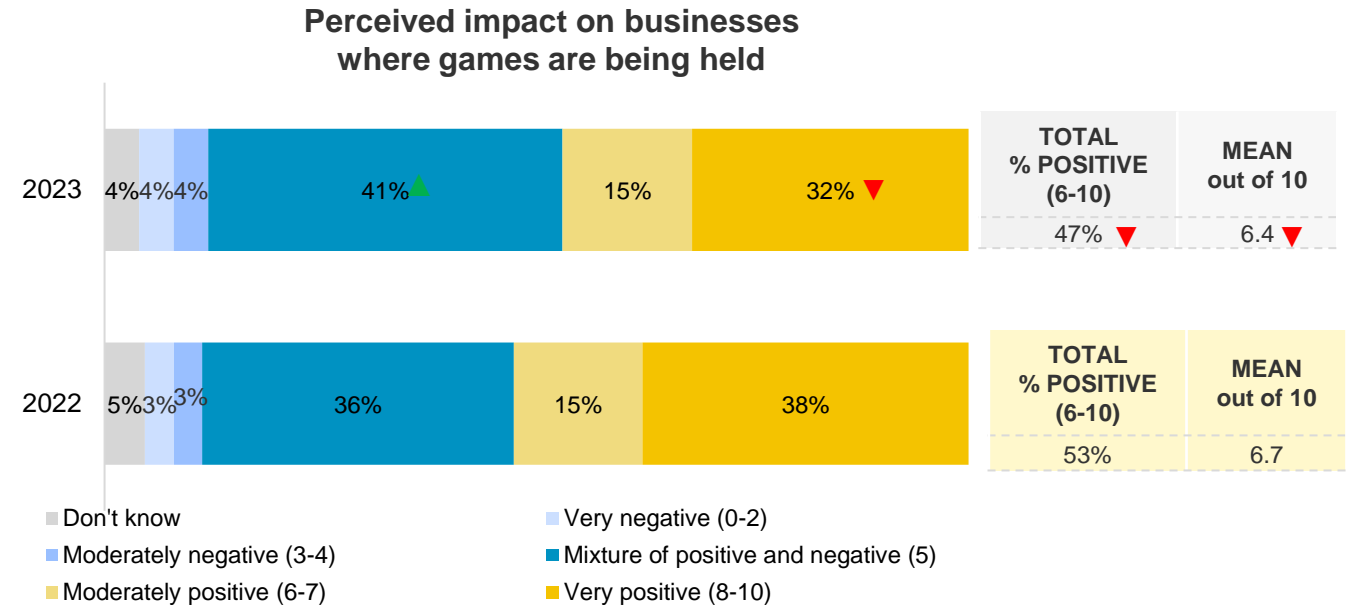
Note: Figures in green and red are significantly higher or lower than the TOTAL at 95% confidence interval.

▲ / ▼ indicates results are significantly different from the previous year at 95% confidence

PERCEIVED IMPACT ON BUSINESSES WHERE GAMES ARE BEING HELD

Overall, perceptions have slightly weakened about the positive impacts on businesses located near Brisbane 2032 events (47% compared to 53% in 2022). One-third of Queenslanders (32%) however, expect that the impact on businesses will be *very positive*, but two in five (41%) have mixed (positive and negative) feelings.

- Respondents who speak another language (CALD) feel *very positive* about the businesses in locations close to the games (44%); significantly higher in comparison to non-CALD Queenslanders (31%).
- People who currently attend organised sports demonstrate a higher level of positivity regarding the impact on businesses, with 37% expressing *very positive* sentiment. In contrast, those who don't attend organised sports have a more negative view about the impact on business (27%).
- Individuals with an interest in sports and fitness displayed a significantly higher level of *very positive* sentiment about business impacts (38%) compared to those uninterested in sports and fitness (17%).
- Females exhibit a mixture of positive and negative feelings (47%), notably higher compared to males (35%).

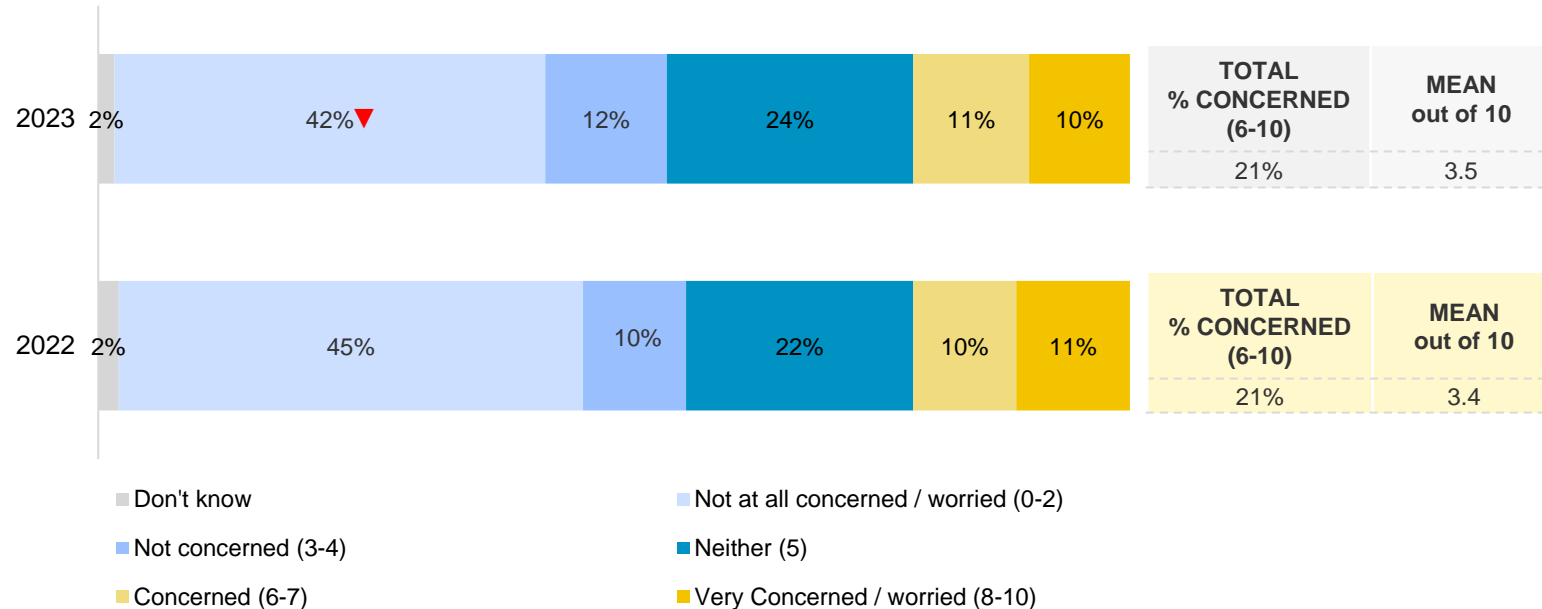


LEVEL OF CONCERN / WORRY FOR THE 2032 GAMES

In terms of having any concerns/worries about Brisbane 2032, Queenslanders generally haven't changed their views since last year. One in two (54%) respondents expressed no concern or worry regarding the 2032 games, unchanged since 2022 (55%); and those with concerns/worries has also remained consistent between the two years at 21% (total concerned).

- The **Gold and Sunshine Coast** regions demonstrate a significantly lower level of concern or worry, with only 8% *very concerned* compared to **Greater Brisbane** residents with 13% expressing elevated levels of concern.
- Females display a significantly higher level of concern or worry than males (13% vs. 10% *very concerned*).
- Only 9% of people aged 30-49 years exhibit a low level of concern, in contrast with 15% of 13 to 29-year-olds.
- Individuals with an interest in sports and fitness tended to have fewer concerns or worries regarding the 2032 games, compared to average.
- First Nations (Aboriginal and Torres Strait Islanders) participants also displayed a significantly lower level of concern, with only 7% very concerned or worried.

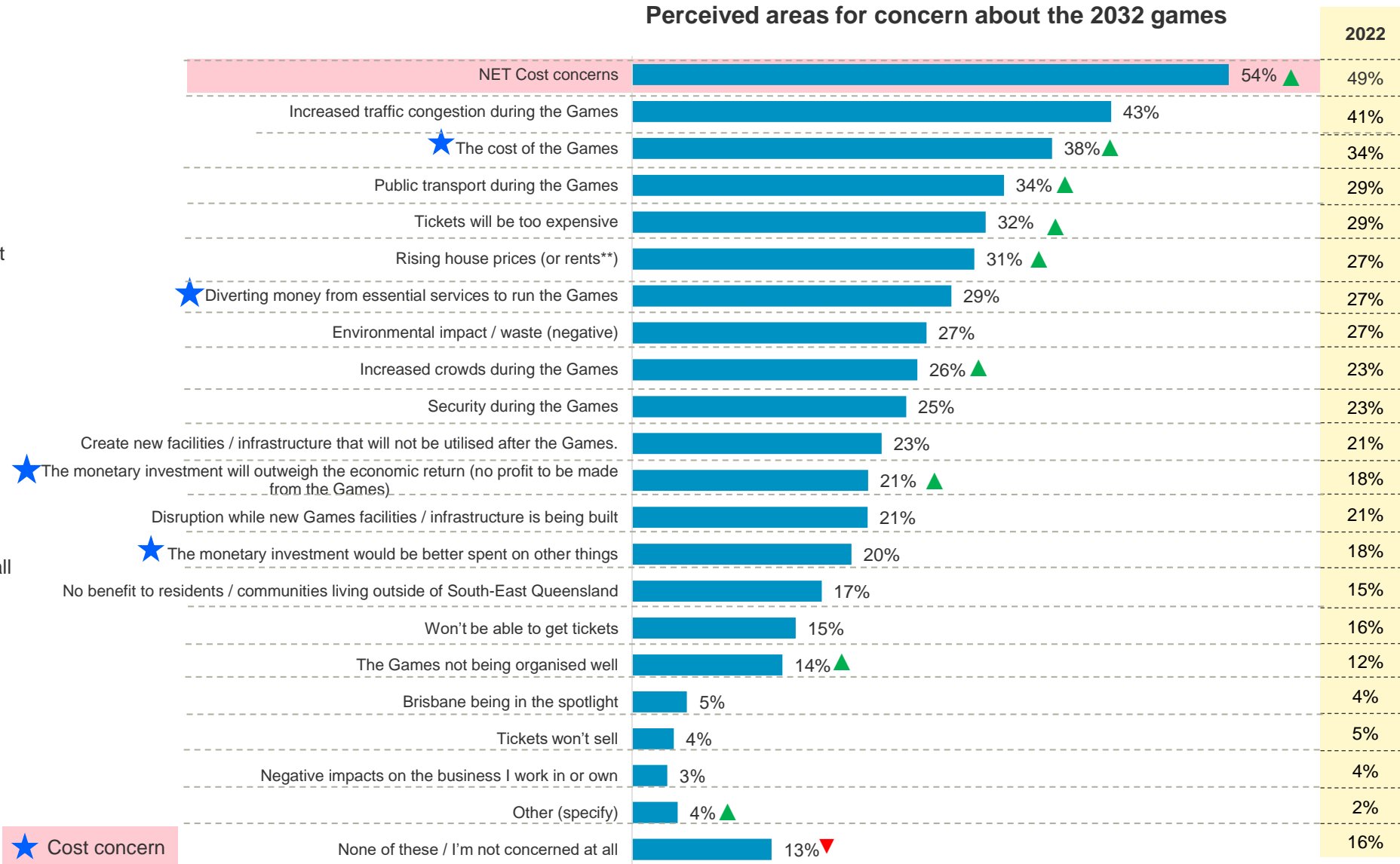
Level of concern / worry for the 2032 games



PERCEIVED AREAS FOR CONCERN ABOUT BRISBANE 2032

- Nearly nine in ten Queenslanders (87%) can recognise at least one concern about Brisbane 2032, which is more than the 2022 benchmark (where 16% said they are not concerned at all).
- The greatest single concern for four in ten Queenslanders is increased traffic congestion during Brisbane 2032 (43%) – unchanged since 2022. Females (48%) are more concerned about traffic congestion than males (38%).
- This year, more than one in two Queenslanders (54%) indicate a cost-related concern regarding Brisbane 2032, a notable increase compared to last year (49%).
- The cost concerns were notably higher among older Queenslanders aged 50-59 years, with 60% expressing at least one cost concern.
- In contrast, younger Queenslanders aged 13-17 years and 18-29 years are less concerned overall about costs (44% and 47% respectively).
- One half of participants (50%) in **Greater Brisbane** expressed significant concern about the increased traffic congestion during the games. In contrast, those **Outside of SEQ** were less concerned about traffic congestion (29%). One in five (22%) participants **Outside of SEQ** expressed concern about the lack of benefits to residents/communities in their areas, which was significantly higher compared to other locations.

Perceived areas for concern about the 2032 games



★ Cost concern

BASE: All respondents 2023 (n=2,325), 2022 (n=2,245)

B7. Which of the following, if any, are you concerned about, when thinking about the Brisbane 2032 Olympics and Paralympics? (Multiple response)

**Due to the number of respondents who mentioned rising rents in other specify verbatims, we have altered the code 'rising house prices' to also include rising rents.

▲ / ▼ indicates results are significantly different from the previous year at 95% confidence

PERCEIVED AREAS FOR CONCERN BY AGE AND GENDER

Looking at other individual concerns, public transport during Brisbane 2032 has emerged this year as more concerning with 34% of respondents expressing apprehension, an increase from last year (29%) - a younger age group is most concerned (37% of 13-29 year olds mentioned this). Other concerns of higher importance this year, are ticket expense, rising house prices (and rents), increased crowding during the games, and the event not being organised well.

Note: the 12% of "other concerns" from the 60-69 year age group included mentions of terrorism, crime, public health needing the money and tourists bringing health issues.

	n=	Total	Age group						Gender		
			13-17 years	18-29 years	30-39 years	40-49 years	50-59 years	60-69 years	Male	Female	Identify another way
		2,325	159	781	469	235	347	334	818	1501	6
Increased traffic congestion during the Games		43%	43%	44%	44%	43%	44%	41%	38%	48%	67%
★ The cost of the Games		38%▲	29%	29%	35%	41%	44%	51%	38%	38%	33%
Public transport during the Games		34%▲	33%	38%	30%	40%	32%	30%	32%	35%	83%
Tickets will be too expensive		32%▲	27%	29%	34%	30%	33%	37%	32%	32%	17%
★ Rising house prices (or rents**)		31%▲	31%	38%	37%	27%	22%	23%	29%	33%	83%
Diverting money from essential services to run the Games		29%	21%	24%	31%	26%	33%	34%	26%	31%	83%
Environmental impact / waste (negative)		27%	32%	34%	32%	23%	17%	17%	23%	30%	67%
Increased crowds during the Games		26%▲	24%	29%	28%	23%	24%	23%	22%	29%	50%
Security during the Games		25%	18%	20%	26%	23%	23%	37%	25%	25%	17%
Create new facilities / infrastructure that will not be utilised after the Games.		23%	13%	22%	24%	23%	24%	23%	19%	26%	50%
★ The monetary investment will outweigh the economic return (no profit to be made from the Games)		21%▲	8%	18%	22%	22%	24%	26%	21%	22%	17%
Disruption while new Games facilities / infrastructure is being built		21%	17%	21%	20%	20%	28%	20%	19%	23%	67%
★ The monetary investment would be better spent on other things		20%	9%	17%	21%	22%	20%	25%	18%	21%	50%
No benefit to residents / communities living outside of South-East Queensland		17%	13%	16%	15%	21%	18%	21%	16%	18%	50%
Won't be able to get tickets		15%	18%	17%	18%	14%	13%	7%	14%	15%	17%
The Games not being organised well		14%▲	17%	14%	13%	16%	12%	12%	15%	12%	17%
Brisbane being in the spotlight		5%	10%	7%	5%	5%	2%	3%	6%	4%	0%
Tickets won't sell		4%	6%	3%	4%	7%	1%	4%	5%	3%	0%
Negative impacts on the business I work in or own		3%	6%	3%	5%	3%	1%	1%	4%	3%	0%
Other (specify)		4%▲	1%	0%	2%	4%	6%	12%	5%	4%	0%
None of these / I'm not concerned at all		13%	21%	12%	11%	13%	11%	15%	14%	11%	0%
★ NET Cost Concerns		54%▲	44%	47%	57%	55%	60%	58%	53%	56%	83%

BASE: All respondents 2023 (n=2,325)

B7. Which of the following, if any, are you concerned about, when thinking about the Brisbane 2032 Olympics and Paralympics? (Multiple response)

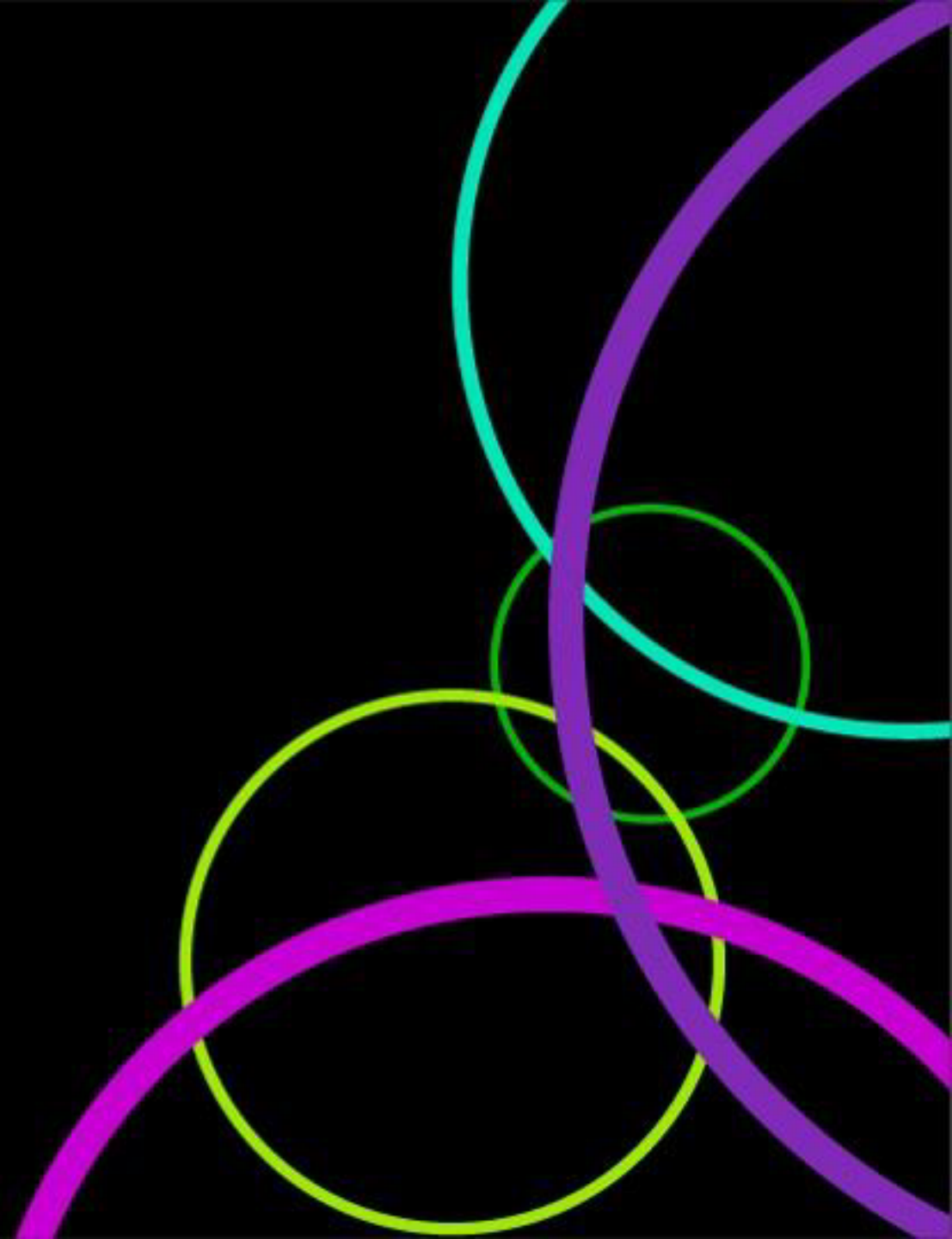
**Due to the number of respondents who mentioned rising rents in other specify verbatims, we have altered the code 'rising house prices' to also include rising rents.

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▲ / ▼ indicates results are significantly different from the previous year at 95% confidence

3.3

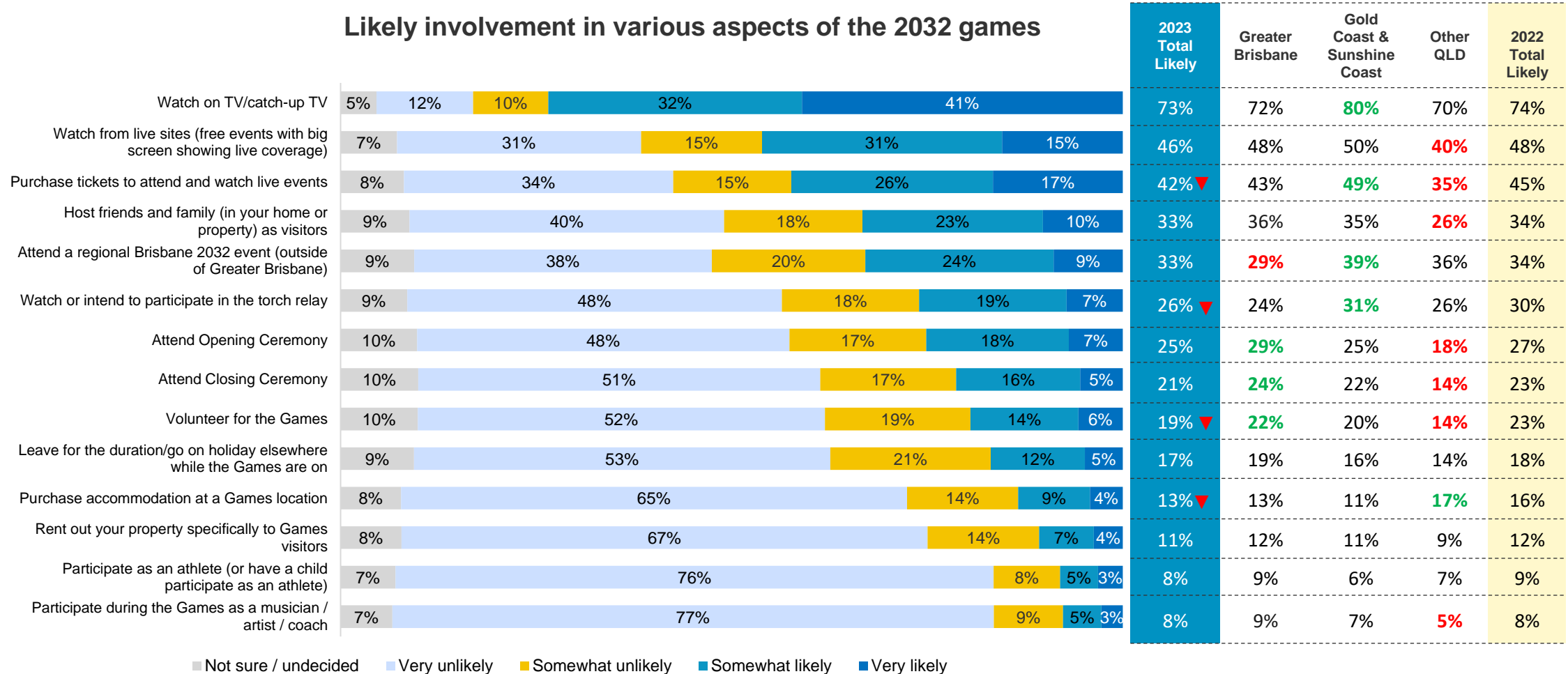
Level of involvement in the 2032 Games



LIKELY INVOLVEMENT IN VARIOUS ASPECTS OF THE 2032 GAMES

Three in four Queenslanders (73%) continue to indicate they will watch Brisbane 2032 on TV/catch-up, and next likely is watching from live sites (46%). There is slightly less interest in anticipated involvement compared with last year, namely, slightly fewer indicating they will purchase tickets (42% down from 45%), watch/participate in the torch relay (26% down from 30%), volunteer (13% down from 16%) and purchase accommodation at a Brisbane 2032 event location (13% down from 16%).

Likely involvement in various aspects of the 2032 games



BASE: All respondents 2023 (n=2,111), 2022 (n=2,245)

C1. The Brisbane 2032 Olympic and Paralympic Games events will be spread across several locations. While most of the events will be held in the Greater Brisbane area, locations such as Toowoomba, Townsville and Cairns will also host specific events. There will also be a number of 'live sites' and the torch relay which will inspire and engage local communities. At this stage, how likely or unlikely are you to do the following?

Note: Figures in green and red are significantly higher or lower than the TOTAL at 95% confidence interval.

▲ / ▼ indicates results are significantly different from the previous year at 95% confidence

LIKELY INVOLVEMENT IN VARIOUS ASPECTS OF THE 2032 GAMES (cont'd)

Location differences

- One half (49%) of respondents in the **Gold and Sunshine Coasts** expressed a *high likelihood* of watching the Olympic and Paralympic Games on TV or catch-up TV, which is higher compared to other groups.
- Residents of the **Gold and Sunshine Coasts** are also significantly more likely to attend a *regional Brisbane 2032 event* outside of Greater Brisbane (12% very likely) - compared to those living in **Greater Brisbane** (7%).
- Participants **Outside of SEQ** showed a significantly lower likelihood of purchasing tickets to attend and watch live events (only 10% very likely). Additionally, this group also expressed a lower inclination to host friends and family in their homes or property as visitors.

First Nations differences

- Non-First Nations respondents showed a higher likelihood of watching Brisbane 2032 on TV/catch-up TV (42% very likely) compared to First Nations respondents.
- First Nations however, showed a significantly higher preference for purchasing accommodation at the location of an event (9% very likely) compared to non-First Nations respondents.

People of *CALD background differences

- Individuals with a second language show a higher inclination to attend the Opening Ceremony (14%) in contrast to non-CALD residents (6%).

Queenslanders who regularly participate or attend organised sport differences

- In contrast to those who do not regularly participate or attend organised sports (29%), more sport enthusiasts (49%) expressed an interest in watching Brisbane 2032 on TV or catch-up TV.
- One in four sports enthusiast (25%) expressed a likelihood to purchase tickets and attend live events, whereas among those without an interest in sport, the intention is lower (11%).

BASE: All respondents 2023 (n=2,111), 2022 (n=2,245)

C1. The Brisbane 2032 Olympic and Paralympic Games events will be spread across several locations. While most of the events will be held in the Greater Brisbane area, locations such as Toowoomba, Townsville and Cairns will also host specific events. There will also be a number of 'live sites' and the torch relay which will inspire and engage local communities. At this stage, how likely or unlikely are you to do the following?

*CALD = Culturally and Linguistically Diverse (speak another language than English at home)

LIKELY INVOLVEMENT IN VARIOUS ASPECTS BY AGE AND GENDER

Reflecting typical media consumption habits, the youngest Queenslanders in the research (13 to 17 year olds) are less likely to watch Brisbane 2032 on TV (63% versus 73% average). The age group showing the most motivation for getting involved in all sorts of different ways with Brisbane 2032, including watching from live sites (54%) and hosting visitors in their homes (41%) are the 18-29 year olds. The oldest Queenslanders in the research, aged 60-69 years are significantly less likely to think they will get involved in various ways.

Compared to females, males are more likely to say they hope to attend the Closing Ceremony (24%) and/or participate in Brisbane 2032 in some other way (e.g. musician, artist, coach) (10%).

TOTAL % LIKELY TO DO THE FOLLOWING (gave a rating of “Very likely” and “Somewhat likely”)	Total Likely n= 2,211	Age group						Gender		
		13-17 years	18-29 years	30-39 years	40-49 years	50-59 years	60-69 years	Male	Female	Identify another way
Watch on TV/catch-up TV	73%	63%	70%	75%	77%	76%	76%	72%	75%	50%
Watch from live sites (free events with big screen showing live coverage)	46%	53%	54%	51%	43%	40%	28%	49%	44%	33%
Purchase tickets to attend and watch live events	42% ▼	38%	46%	47%	45%	40%	29%	44%	41%	17%
Host friends and family (in your home or property) as visitors	33%	40%	41%	35%	28%	25%	27%	35%	32%	33%
Attend a regional Brisbane 2032 event (outside of Greater Brisbane)	33%	24%	38%	35%	35%	32%	21%	35%	31%	17%
Watch or intend to participate in the torch relay	26% ▼	25%	27%	29%	25%	26%	19%	27%	26%	17%
Attend Opening Ceremony	25%	26%	31%	28%	24%	22%	12%	27%	23%	17%
Volunteer for the Games	19% ▼	13%	20%	20%	26%	19%	15%	20%	19%	17%
Attend Closing Ceremony	21%	15%	28%	25%	20%	17%	9%	24%	19%	0%
Leave for the duration/go on holiday elsewhere while the Games are on	17%	18%	22%	14%	18%	14%	13%	19%	15%	33%
Purchase accommodation at a Games location	13% ▼	15%	19%	13%	16%	9%	3%	15%	12%	0%
Rent out your property specifically to Games visitors	11%	20%	13%	10%	14%	8%	3%	13%	9%	17%
Participate as an athlete (or have a child participate as an athlete)	8%	12%	11%	7%	10%	5%	3%	10%	6%	0%
Participate during the Games as a musician / artist / coach	8%	10%	11%	8%	9%	3%	1%	10%	6%	0%

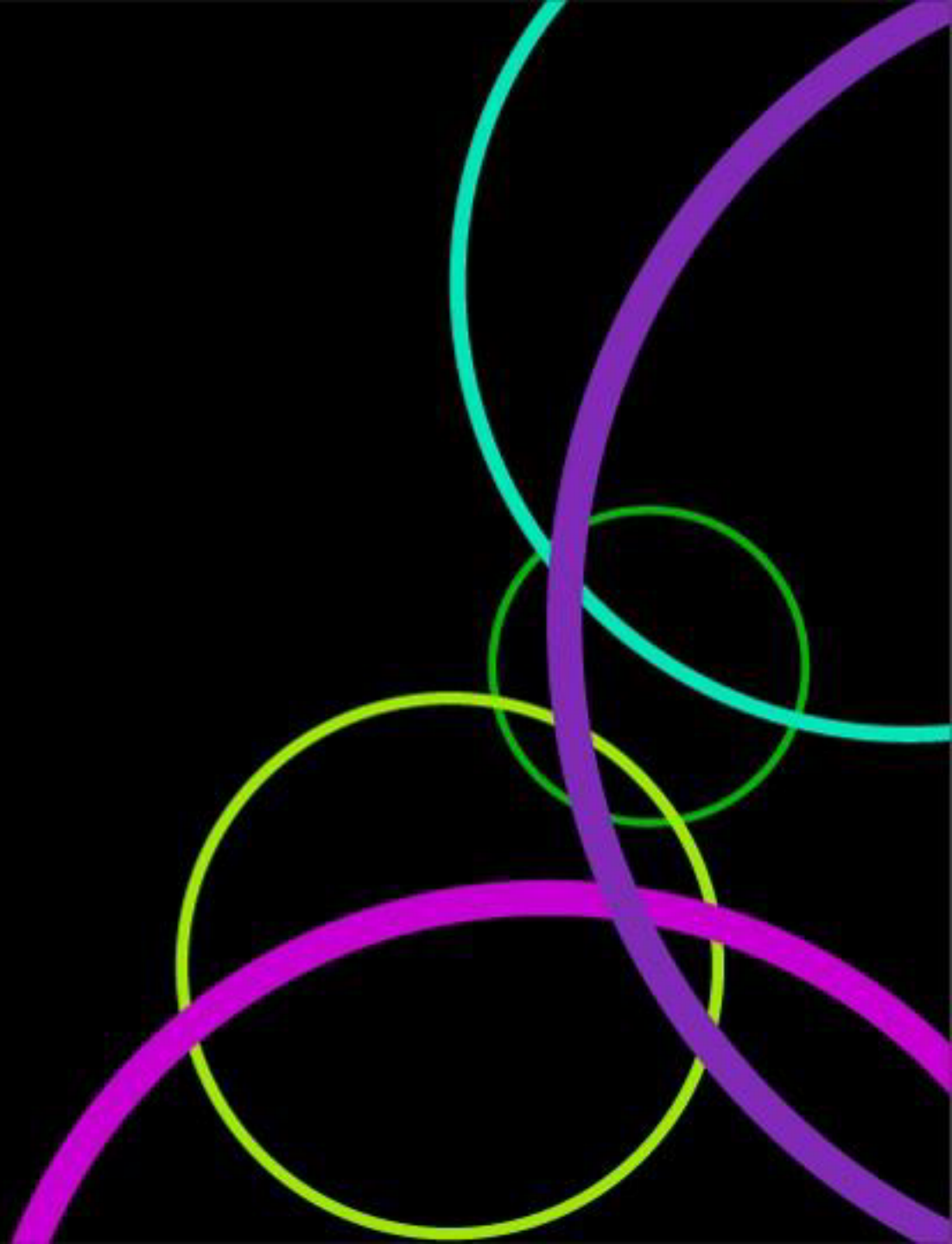
BASE: All respondents 2023 (n=2,111), 2022 (n=2,245)

C1. The Brisbane 2032 Olympic and Paralympic Games events will be spread across several locations. While most of the events will be held in the Greater Brisbane area, locations such as Toowoomba, Townsville and Cairns will also host specific events. There will also be a number of ‘live sites’ and the torch relay which will inspire and engage local communities. At this stage, how likely or unlikely are you to do the following?

Note: Figures in green and red are significantly higher or lower than the TOTAL at 95% confidence interval.

▲ / ▼ indicates results are significantly different from the previous year at 95% confidence

3.4 Information needs

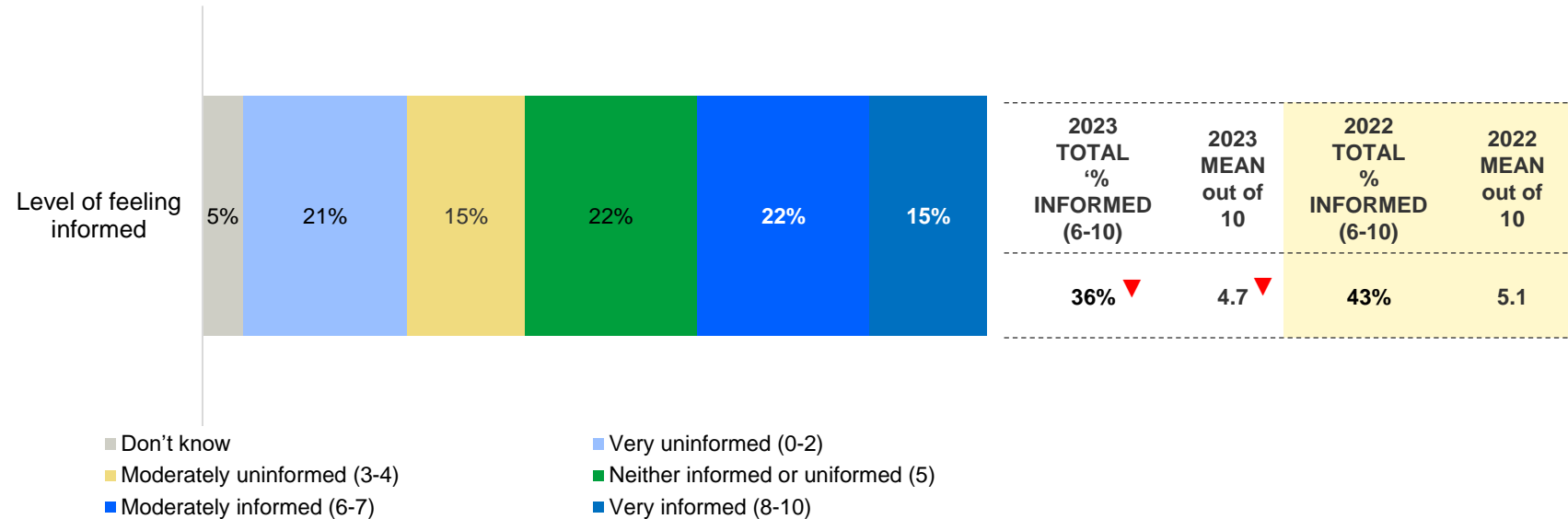


PRESENT LEVEL OF FEELING INFORMED ABOUT THE 2032 GAMES

Overall, one in three Queenslanders (36%) report that they feel informed about Brisbane 2032 (*somewhat or very*), but this percentage represents a significant decrease compared to the previous figure of 43% (Total % informed). Only 15% of Queenslanders feel *very informed* (compared to 19% in 2022).

- Compared to residents living in **Greater Brisbane** (17%), respondents **Outside of SEQ** (27%) are more likely to say they feel *very uninformed* about the Brisbane 2032 Olympic and Paralympic Games.

Present level of feeling informed about the 2032 games



PRESENT LEVEL OF FEELING INFORMED ABOUT THE 2032 GAMES

Queenslanders feeling the most informed about Brisbane 2032 live in the Brisbane-South region (55% feel informed), whereas Queenslanders feeling the least informed live in Outback Queensland/Far North Queensland (ex Cairns) (19%).

Males are more likely to feel informed, compared to females (41% vs. 33%).

Feeling informed about the 2032 games *by location*

	Total	Brisbane Inner City	Brisbane - East	Brisbane - North	Brisbane - South	Brisbane - West	Moreton Bay - North	Moreton Bay - South	Ipswich	Logan – Beaudesert	Sunshine Coast	Gold Coast	Toowoomba	Darling Downs - Maranoa	Cairns	Townsville	Mackay - Isaac – Whitsunday	Central QLD	Wide Bay	Outback QLD/FNQ (ex Cairns)
n=	2,325	174	58	46	88	33	101	61	111	95	263	279	80	41	172	170	143	120	83	207
NET Uninformed (0-4)	37% ▲	34%	40%	38%	21%	41%	35%	31%	28%	31%	39%	34%	38%	27%	38%	43%	46%	37%	28%	65%
Neither informed or uninformed (5)	22%	16%	7%	18%	17%	28%	18%	22%	30%	36%	23%	23%	23%	23%	26%	25%	24%	21%	35%	13%
NET Informed (6-10)	36% ▼	46%	49%	40%	55%	29%	41%	35%	41%	25%	36%	39%	37%	36%	32%	29%	25%	31%	33%	19%
Don't know	5%	4%	4%	4%	7%	3%	5%	13%	0%	8%	2%	4%	2%	13%	4%	3%	5%	11%	3%	3%

Feeling informed about the 2032 games *by age and gender*

	Total	Age group						Gender		
		13-17 years	18-29 years	30-39 years	40-49 years	50-59 years	60-69 years	Male	Female	Identify another way
n=	2,325	159	781	469	235	347	334	818	1501	6
NET Uninformed (0-4)	37% ▲	35%	37%	32%	36%	38%	44%	33%	40%	67%
Neither informed or uninformed (5)	22%	22%	18%	25%	25%	22%	22%	23%	22%	0%
NET Informed (6-10)	36% ▼	37%	40%	38%	35%	35%	32%	41%	33%	33%
Don't know	5%	6%	5%	5%	4%	6%	2%	4%	6%	0%

BASE: All respondents 2023 (n=2,325), 2022 (n=2,245)

D2. Even though the event is ten years away, to what extent do you currently feel informed about the Brisbane 2032 Olympic and Paralympic Games?

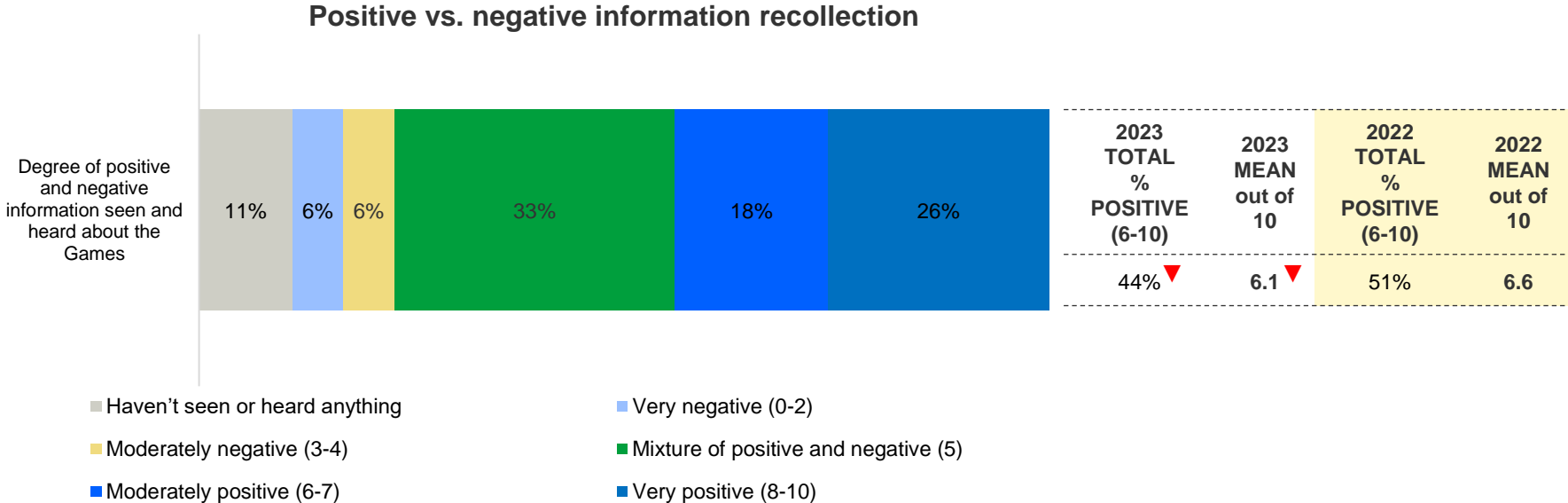
Note: Figures in green and red are significantly higher or lower than the TOTAL at 95% confidence interval.

▲ / ▼ indicates results are significantly different from the previous year at 95% confidence

POSITIVE VS. NEGATIVE INFORMATION RECOLLECTION

Last year, one in two Queenslanders said what they had seen or heard about Brisbane 2032 was all or mostly positive (51%), but this year, a small decrease is seen in the recollection of positive news about Brisbane 2032 (44%).

- One in five participants (22%) **Outside of SEQ** expressed a lower likelihood of seeing or hearing very positive information, compared to average.



POSITIVE VS. NEGATIVE INFORMATION RECOLLECTION

Across the specific regions of Queensland, the most positive regions for news are Brisbane-North (67%) and Brisbane-South (58%), whereas hearing mixed and/or negative information is more likely among residents of Logan-Beaudesert, Townsville, Mackay and Outback/FN Queensland.

Older Queenslanders, 60 to 69 years say they are more likely (than average) to have seen or heard negative things about Brisbane 2032 (20%).

Males (49%) are more likely to have seen or heard positive news about Brisbane 2032, compared to females (40%).

Positive vs. Negative information recollection *by region*

	Total	Brisbane Inner City	Brisbane - East	Brisbane - North	Brisbane - South	Brisbane - West	Moreton Bay - North	Moreton Bay - South	Ipswich	Logan - Beaudesert	Sunshine Coast	Gold Coast	Toowoomba	Darling Downs - Maranoa	Cairns	Townsville	Mackay - Isaac - Whitsunday	Central QLD	Wide Bay	QLD - Outback/FNQ (ex Cairns)
n=	2,325	174	58	46	88	33	101	61	111	95	263	279	80	41	172	170	143	120	83	207
NET Negative (0-4)	12% ▲	11%	16%	7%	9%	12%	15%	10%	8%	10%	10%	11%	7%	7%	11%	11%	17%	15%	7%	33%
Mixture of positive and negative (5)	33% ▲	30%	31%	16%	25%	42%	38%	34%	41%	44%	32%	33%	37%	38%	27%	41%	36%	27%	31%	22%
NET Positive (6-10)	44% ▼	53%	48%	67%	58%	45%	42%	40%	40%	29%	49%	46%	45%	33%	51%	33%	32%	42%	52%	29%
Haven't seen or heard anything	11% ▼	6%	4%	9%	8%	1%	5%	16%	11%	17%	9%	10%	11%	21%	11%	14%	15%	16%	10%	17%

Positive Vs. Negative Information Recollection *by age and gender*

	Total	Age group						Gender		
		13-17 years	18-29 years	30-39 years	40-49 years	50-59 years	60-69 years	Male	Female	Identify another way
n=	2,325	159	781	469	235	347	334	818	1501	6
NET Negative (0-4)	12% ▲	10%	11%	9%	11%	14%	20%	15%	10%	33%
Mixture of positive and negative (5)	33% ▲	29%	31%	32%	36%	33%	35%	28%	37%	17%
NET Positive (6-10)	44% ▼	51%	48%	47%	39%	42%	36%	49%	40%	50%
Haven't seen or heard anything	11% ▼	9%	10%	12%	13%	11%	8%	8%	13%	0%

BASE: All respondents 2023 (n=2,325), 2022 (n=2,245)

D1. In terms of what you have seen or heard so far about the Brisbane 2032 Olympic and Paralympic Games, to what extent is this positive or negative? Please think about all sources, including media, and other sources like friends, family or people you know.

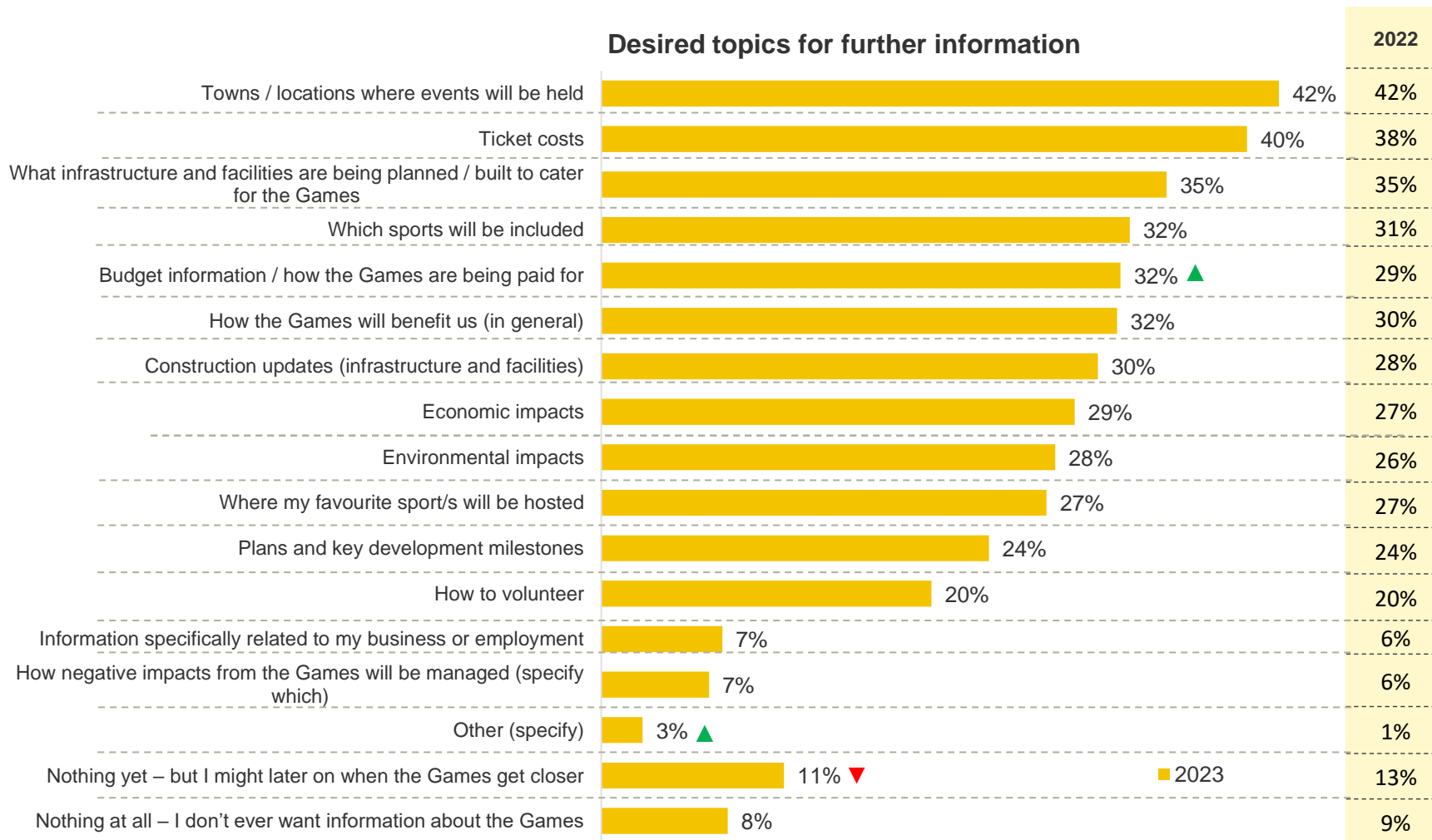
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DESIRED TOPICS FOR FURTHER INFORMATION

There continues to be the most interest in the towns/locations where Brisbane 2032 events will be held (42%), followed by ticket costs (40%). Compared to last year, there is more demand for information concerning the budget/how Brisbane 2032 will be paid for (32% vs. 29% in 2022).

- One half (49%) of respondents from the **Gold and Sunshine Coasts** expressed a desire to obtain information about the towns or locations where the events will be held. In contrast, those in the **Greater Brisbane** area showed less interest (38%) in obtaining this information.
- **Outside of SEQ**, there was a notably lower interest (30%) in knowing about the infrastructure and facilities being planned or built to cater for the Games, compared to **Greater Brisbane** (40%).
- One in three **Greater Brisbane** respondents (34%) expressed interest in receiving construction updates related to the infrastructure and facilities for the Games, whereas, interest was lower among those **Outside of SEQ** (22%).
- One in ten (10%) respondents in the **Greater Brisbane** area expressed a desire to receive information about how their business or employment related to Brisbane 2032, compared to only 5% of those **Outside of SEQ**.



BASE: All respondents 2023 (n=2,325), 2022 (n=2,245)

D3. At this stage, what information would you like about the Brisbane 2032 Olympic and Paralympic Games? Please note you will not be contacted by anyone as a result of your answers to this question. (Multiple response)

▲ / ▼ indicates results are significantly different from the previous year at 95% confidence

DESIRED TOPICS FOR FURTHER INFORMATION (cont'd)

Age group differences

- One in ten (10%) respondents aged 13-17 years displayed less interest in knowing about the towns or locations where the events will be held.
- Participants in the age bracket of 30-39 years were significantly more likely to search for information about how to volunteer (30%), in contrast to other age groups.
- Individuals between the ages of 13-29 years displayed a noticeable interest (37%) in wanting to obtain information about which sports will be included; whereas, those in the age group of 50-69 years showed a strong interest (37%) in wanting to obtain information about the budget and how the games are being funded.

First Nations differences

- The First Nations segment had a significantly lower level of interest (29%) regarding the towns or locations where the events will be held.

People of *CALD background differences

- Participants with a second language demonstrated a stronger desire (30%) to receive information about how to volunteer, considerably higher compared to those who only speak English (19%).

Other differences

- Two in five (44%) parents with children under 18 years in the household expressed a considerably greater desire to obtain information about ticket costs, compared to those without children (36%).

BASE: All respondents 2023 (n=2,325), 2022 (n=2,245)

D3. At this stage, what information would you like about the Brisbane 2032 Olympic and Paralympic Games? Please note you will not be contacted by anyone as a result of your answers to this question. (Multiple response)

*CALD = Culturally and Linguistically Diverse (speak another language than English at home)

DESIRED TOPICS FOR FURTHER INFORMATION BY SPECIFIC REGION

- Brisbane-Inner City residents are more interested in the economic impacts of Brisbane 2032 (40% vs 29%) and construction updates (42% vs. 30%). Brisbane-South residents have an extremely high appetite for information (compared to the average Queenslanders), about where sports will be hosted, ticket costs, budget information, business impacts, and plans/key development milestones. Those on the Sunshine Coast however are more interested than average in where events will be held (55% vs. 42%); and are also very curious about new infrastructure/facilities being built (44% vs. 35%) and plans/key development milestones (33% vs. 24%).
- 12% of Outback/FNQ (ex Cairns) Queenslanders are focused on how the negative impacts will be managed, and their 'Other' information needs (27% of mentions) include verbatims such as: *Displacement of people not get them out of their homes and rebuilding new sports facilities. They can be spent on something else; What they are going to do when they put their rates sky high; How will it affect the non sporting population; Just how they are going to handle ongoing costs with infrastructure and deal with the repayments; Environmental or any financial losses; How they are going to help the rest of Queensland; Homeless impact; More police presence, going for Ambulance, Fire brigades; In regards to businesses that would be badly impacted; Just management of the venues. Are they going to cope with traffic and people; Environmental issues; Any business going to be affected.*

	Total	Brisbane Inner City	Brisbane East	Brisbane North	Brisbane South	Brisbane West	Moreton Bay - North	Moreton Bay - South	Ipswich	Logan - Beaudesert	Sunshine Coast	Gold Coast	Toowoomba	Darling Downs - Maranoa	Cairns	Townsville	Mackay - Isaac - Whitsunday	Central QLD	Wide Bay	QLD - Outback/FNQ (ex Cairns)
n=	2,325	174	58	46	88	33	101	61	111	95	263	279	80	41	172	170	143	120	83	207
Towns / locations where events will be held	42%	30%	50%	30%	44%	24%	39%	37%	50%	35%	55%	44%	53%	32%	53%	42%	46%	45%	36%	27%
Which sports will be included	32%	29%	49%	37%	46%	26%	32%	41%	28%	29%	35%	32%	31%	25%	36%	36%	25%	29%	27%	21%
Where my favourite sport/s will be hosted	27%	28%	51%	39%	36%	20%	29%	28%	24%	22%	29%	28%	28%	17%	26%	23%	22%	21%	23%	18%
Ticket costs	40%	40%	61%	38%	50%	34%	47%	40%	36%	37%	44%	43%	47%	22%	34%	39%	39%	37%	31%	16%
How to volunteer	20%	22%	35%	31%	28%	10%	20%	24%	18%	21%	23%	21%	13%	13%	24%	18%	8%	10%	22%	9%
What infrastructure and facilities are being planned / built to cater for the Games	35%	41%	44%	42%	41%	30%	29%	33%	29%	30%	44%	37%	32%	24%	31%	39%	29%	25%	29%	25%
Economic impacts	29%	40%	36%	35%	32%	29%	30%	22%	29%	17%	31%	28%	34%	23%	29%	25%	27%	24%	24%	23%
Environmental impacts	28%	36%	32%	30%	29%	36%	33%	18%	24%	20%	33%	30%	29%	21%	24%	24%	30%	26%	27%	16%
How the Games will benefit us (in general)	32%	42%	44%	27%	36%	36%	28%	22%	30%	30%	32%	31%	31%	30%	30%	29%	27%	35%	40%	16%
How negative impacts from the Games will be managed (specify which)	7%	7%	9%	0%	5%	13%	8%	7%	2%	8%	9%	7%	1%	4%	3%	5%	6%	8%	7%	12%
Budget information / how the Games are being paid for	32%	39%	50%	33%	30%	35%	30%	24%	31%	28%	37%	28%	30%	26%	25%	26%	31%	34%	34%	29%
Information specifically related to my business or employment	7%	10%	20%	9%	15%	5%	5%	9%	6%	9%	6%	5%	6%	2%	8%	4%	1%	4%	8%	6%
Plans and key development milestones	24%	33%	42%	28%	30%	12%	18%	20%	30%	12%	33%	23%	26%	21%	17%	17%	15%	17%	18%	16%
Construction updates (infrastructure and facilities)	30%	42%	47%	30%	43%	42%	27%	26%	38%	15%	36%	32%	26%	23%	19%	21%	26%	21%	15%	22%
Other (specify)	3%	2%	3%	0%	2%	0%	1%	1%	0%	0%	0%	2%	0%	2%	1%	2%	5%	0%	0%	23%
Nothing yet – but I might later on when the Games get closer	11%	9%	6%	5%	7%	10%	7%	14%	13%	22%	9%	11%	9%	21%	12%	14%	9%	13%	17%	13%
Nothing at all – I don't ever want information about the Games	8%	3%	2%	3%	2%	9%	12%	14%	6%	10%	3%	6%	4%	18%	7%	9%	13%	13%	14%	18%

BASE: All respondents 2023 (n=2,325), 2022 (n=2,245)

D3. At this stage, what information would you like about the Brisbane 2032 Olympic and Paralympic Games? Please note you will not be contacted by anyone as a result of your answers to this question. (Multiple response)

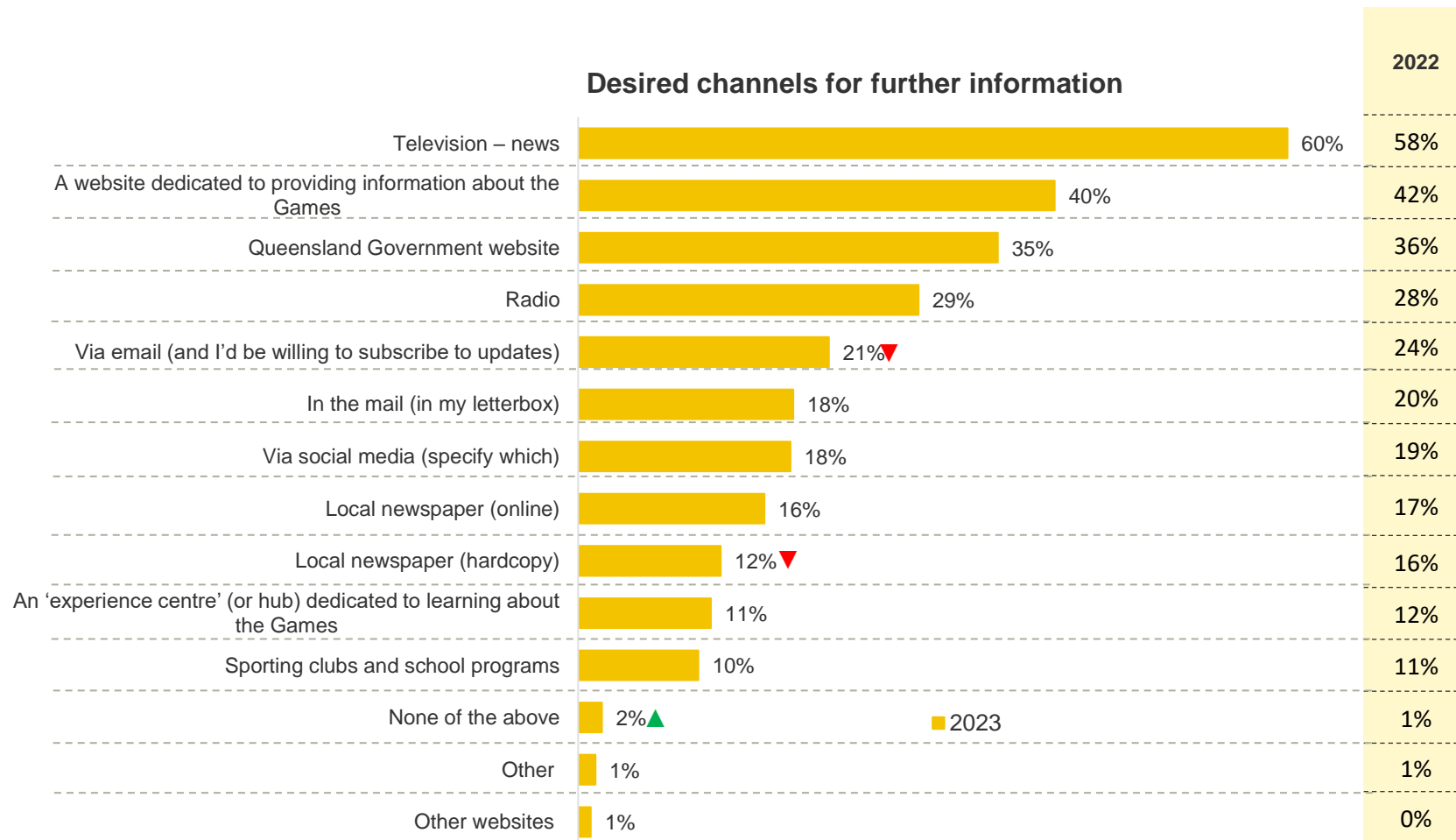
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DESIRED CHANNELS FOR FURTHER INFORMATION

Popular sources of information continue to be the television (news) (60%) followed by a website dedicated to providing information about Brisbane 2032 (40%). There is little change compared to last year, although slightly less demand for email updates (21% vs. 24%) and local newspapers (hardcopy) (12% vs. 16%).

- Around one-quarter (23%) of respondents in the **Greater Brisbane** area prefer to receive information in the mail (in their letterbox), significantly more than **Outside of SEQ** (11%).
- Three in ten (30%) participants in regions **Outside of SEQ** showed less preference for receiving information through a Queensland Government website, in contrast to other regions.
- The age group 13-29 years showed a higher desire (16%) to receive information via sporting clubs and school programs.
- Males are more interested in receiving a local newspaper hardcopy (15%), in comparison to females (9%).
- Furthermore, it is worth noting that one in four females (24%) expressed a preference for receiving this information via social media, significantly higher than males (12%).
- Parents with children under 18 years prefer obtaining information through local newspapers (online) (13%) compared to those without children.
- Sporting clubs are a preferred channel for parents with children under 18 years (13%), compared to those without children (7%).

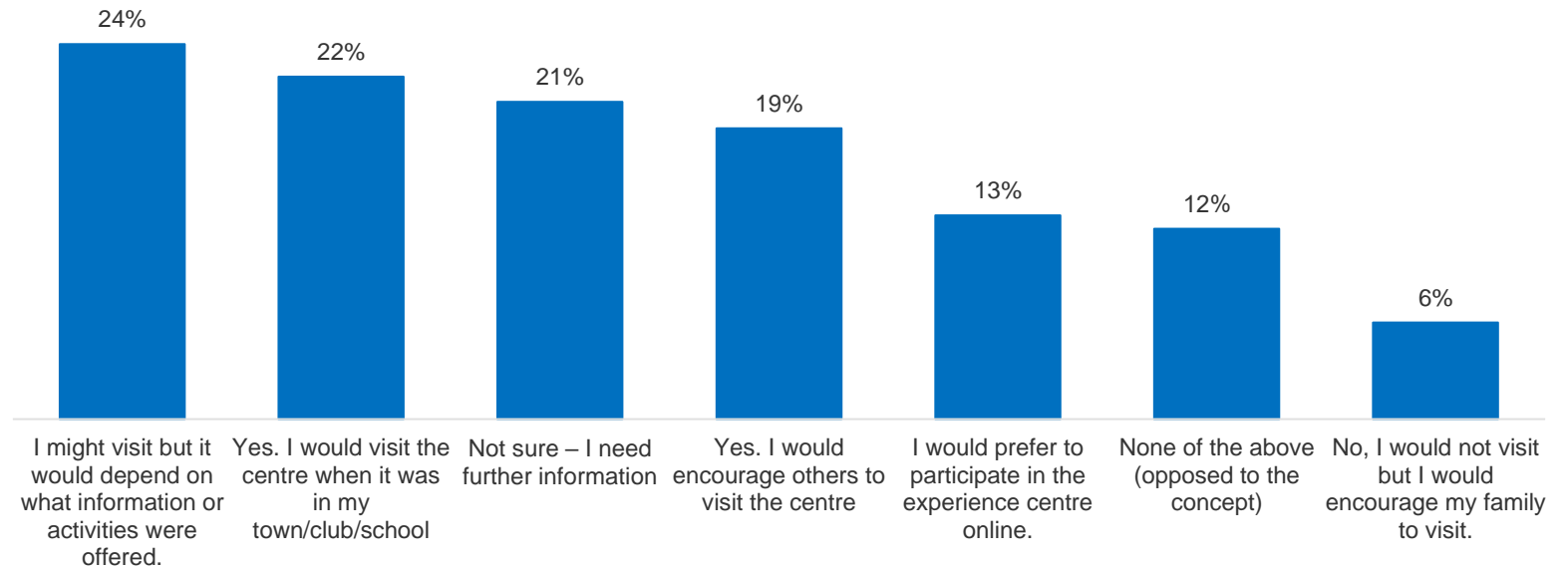


MOBILE EXPERIENCE CENTRE PREFERENCES

There are sound levels of appeal when prompted with a description about a mobile experience centre. One in four Queenslanders (24%) say they might visit but it would depend on the information/activities on offer, a similar proportion said they would visit when it was in their town/club/school (22%) and a further 21% aren't sure (they'd need more information about it). Only 12% of Queenslanders are opposed to the idea.

- More than one-quarter (27%) of those **Outside of SEQ** felt that they would visit the centre, which was significantly higher than the other regions.
- Choosing the code, 'I might visit, but it would depend on what information or activities were offered' was less likely among respondents **Outside of SEQ** (19%) as was, 'I would prefer to participate in the experience centre *online*' (8%).
- People aged 18-29 years showed a significantly higher preference for participating in the experience *online* (17%), compared to the other age groups; and the preference for visiting the centre when it was in their town/club/school was lower among people aged 13-29 years (17%).
- Participants with a second language expressed a higher preference (30%) for encouraging others to visit the centre, which was significantly higher compared to English-only speakers (18%).
- Parents with children under 18 years showed a higher preference (26%) for visiting the centre when it was in their town/club/school, in contrast to people without children (20%).

Mobile experience centre preferences



BASE: Total sample (n=2,325)

D5a. In the future, a mobile 'experience centre' (or hub) focusing on the Olympic and Paralympic Games may be developed. This could be an interactive bus, or a temporary community exhibition covering topics such as the history of the games, project information, learning opportunities and interactive experiences. This mobile/temporary 'experience centre' would be available to the community to visit and engage with prior to the Brisbane 2032 Games and would provide for learning opportunities for visiting members of the public as well as school groups. Would you or your family visit this?

MOBILE EXPERIENCE CENTRE BY SPECIFIC REGION

There is clear polarised opinion about the mobile experience centre among residents of Outback/FNQ – there is higher than average demand, where 41% indicated that they would visit the centre when it arrived near them, but 25% said they were opposed to the idea.

Four in ten (40%) Brisbane-South residents say they'd visit but it would depend on the information and activities offered. Compared to average for online (13%), more Moreton Bay residents (24%) said they'd prefer an online experience.

	Total	Brisbane Inner City	Brisbane - East	Brisbane - North	Brisbane - South	Brisbane - West	Moreton Bay - North	Moreton Bay - South	Ipswich	Logan – Beaudesert	Sunshine Coast	Gold Coast	Toowoomba	Darling Downs - Maranoa	Cairns	Townsville	Mackay - Isaac – Whitsunday	Central QLD	Wide Bay	QLD – Outback/FNQ (ex Cairns)
n=	2,325	174	58	46	88	33	101	61	111	95	263	279	80	41	172	170	143	120	83	207
Yes. I would visit the centre when it was in my town/club/school	22%	20%	20%	34%	16%	10%	15%	23%	20%	24%	22%	19%	25%	13%	28%	25%	24%	13%	29%	41%
Yes. I would encourage others to visit the centre	19%	17%	23%	27%	28%	19%	16%	18%	15%	12%	19%	21%	23%	17%	17%	12%	21%	20%	22%	24%
I might visit but it would depend on what information or activities were offered.	24%	24%	25%	24%	40%	19%	27%	28%	32%	22%	30%	23%	20%	17%	24%	22%	17%	24%	13%	11%
I would prefer to participate in the experience centre online.	13%	15%	9%	12%	10%	11%	24%	16%	17%	13%	15%	18%	8%	3%	14%	13%	8%	5%	11%	1%
No, I would not visit but I would encourage my family to visit.	6%	8%	6%	6%	3%	1%	6%	10%	2%	9%	4%	6%	4%	4%	6%	7%	9%	8%	7%	10%
Not sure – I need further information	21%	23%	22%	10%	21%	36%	22%	17%	23%	16%	21%	21%	27%	33%	18%	28%	24%	19%	22%	8%
None of the above (opposed to the concept)	12%	12%	12%	9%	5%	15%	11%	13%	12%	19%	8%	9%	7%	25%	9%	9%	14%	19%	14%	25%

BASE: Total sample (n=2,325)

D5. A themed 'experience centre' (or hub) focusing on the Olympic and Paralympic Games may be developed. This could be an interactive centre, or a community and engagement hub covering topics such as the history of the games, project information, learning opportunities and interactive experiences. The centre (or hub) would be available to the community to visit/engage in prior to the Brisbane 2032 Games and would provide for learning opportunities for visiting members of the public as well as school groups. Which of the following would you prefer? (Select up to two responses)

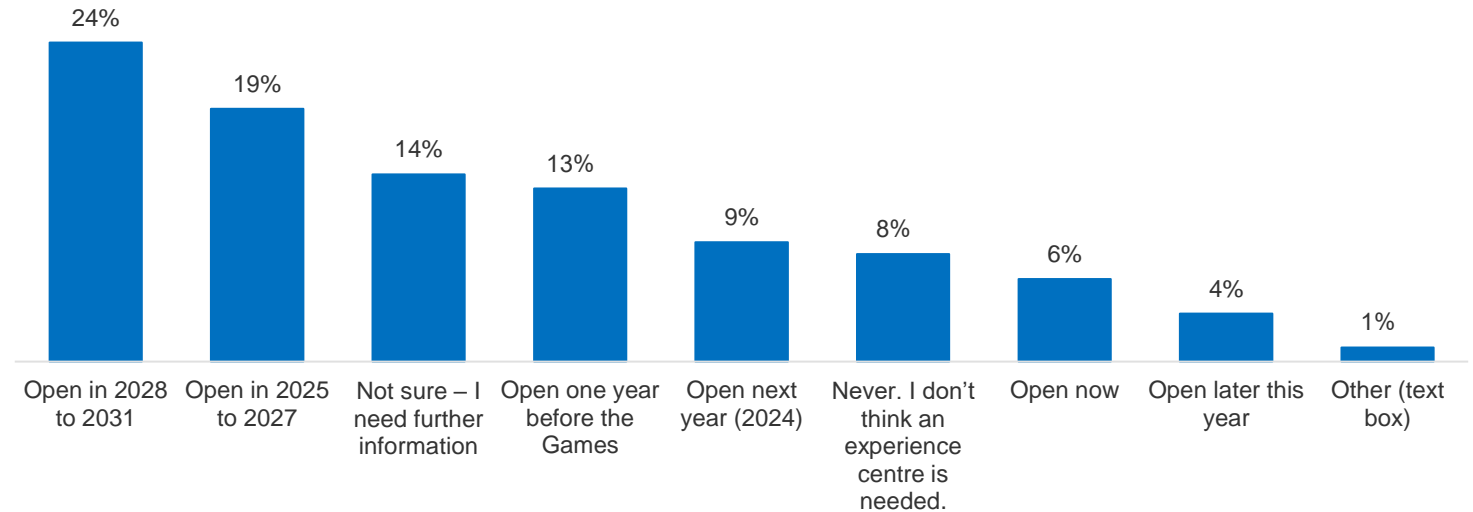
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EXPERIENCE CENTRE OPEN TO THE PUBLIC

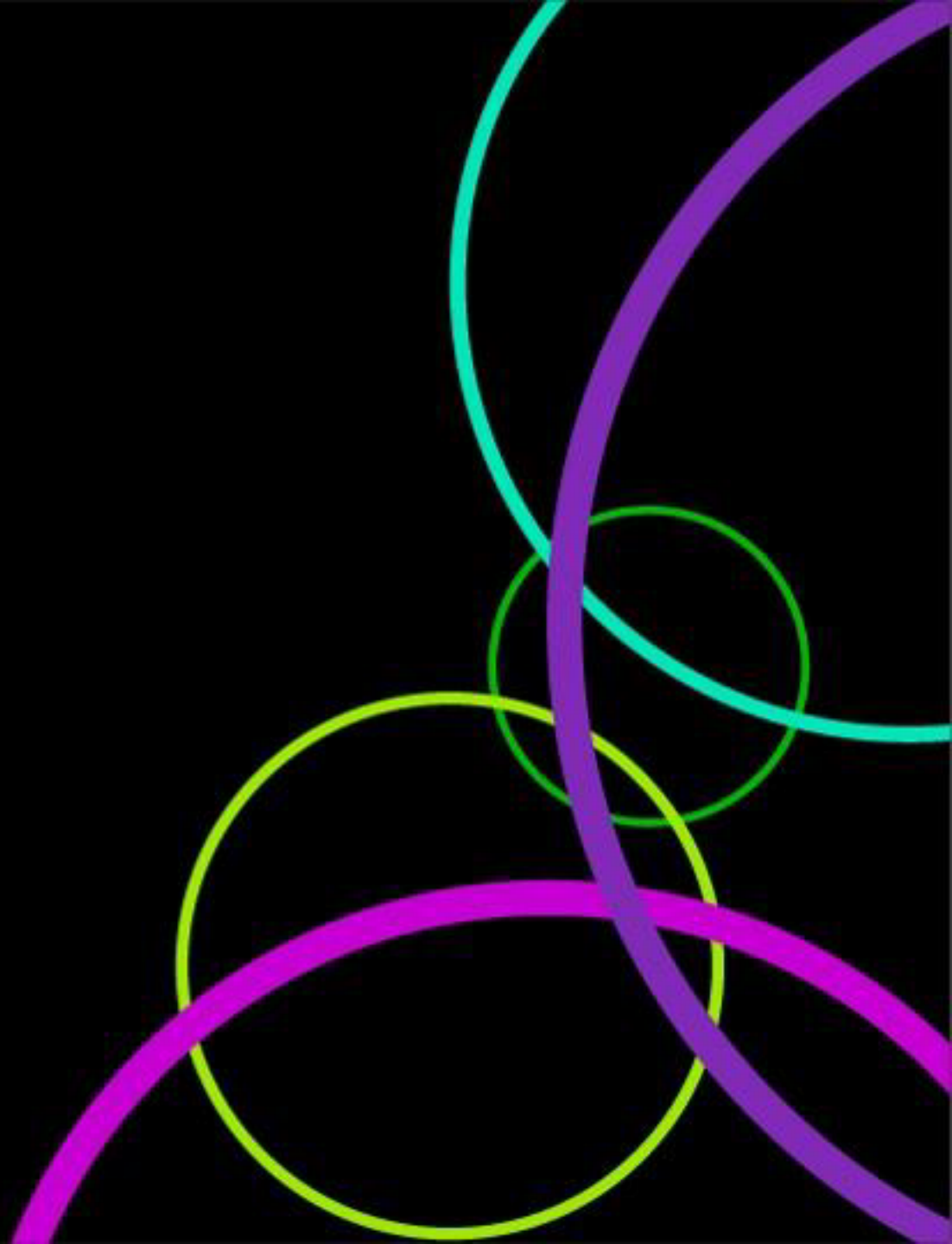
Greatest interest in visiting the centre is between the years, 2028 and 2031 (24%), followed by sooner than that, 2025 to 2027 (19%). A total of one in five (19%) very motivated Queenslanders want the experience available much sooner, with 6% saying now, 4% later this year and 9% next year (2024).

Community engagement concept preferences

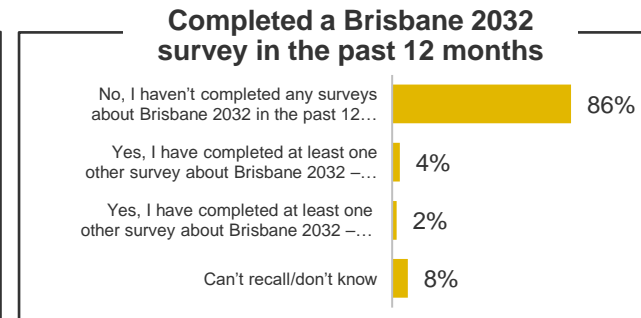
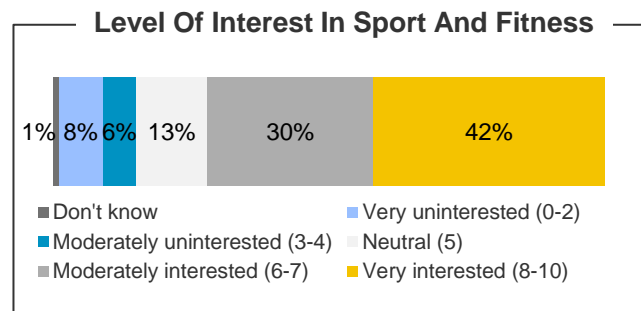
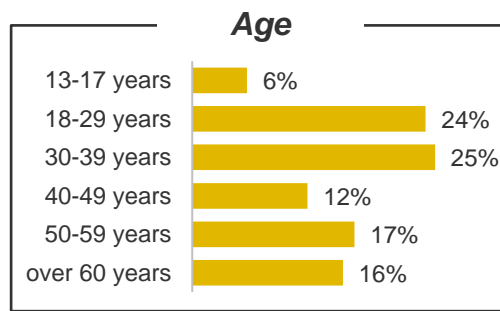
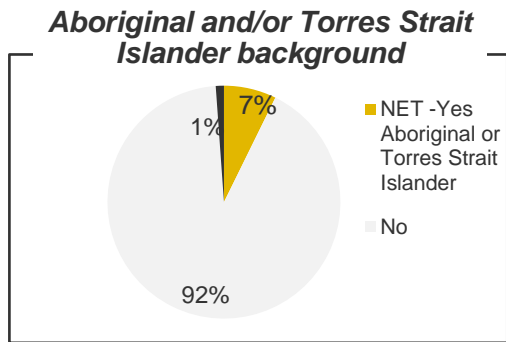
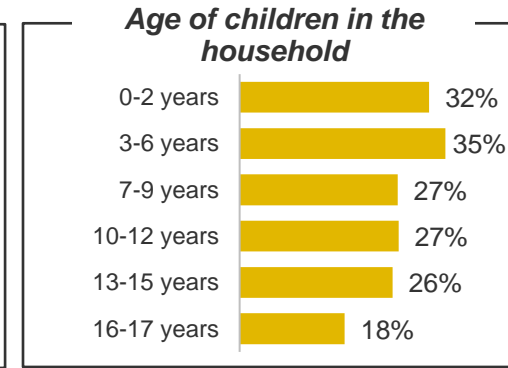
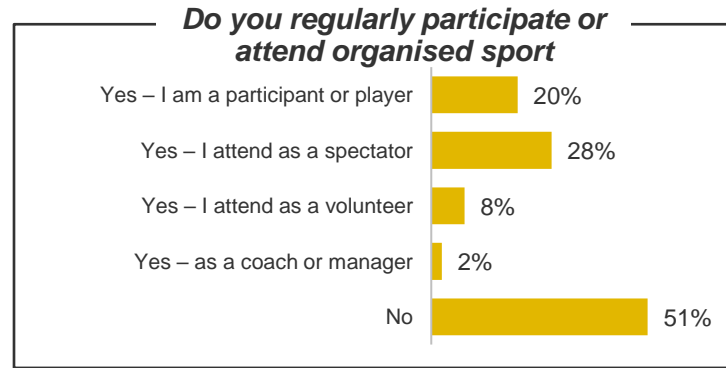
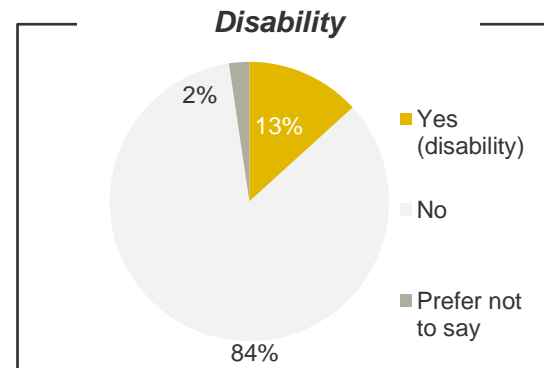
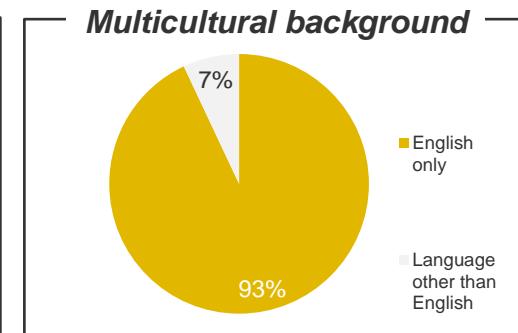
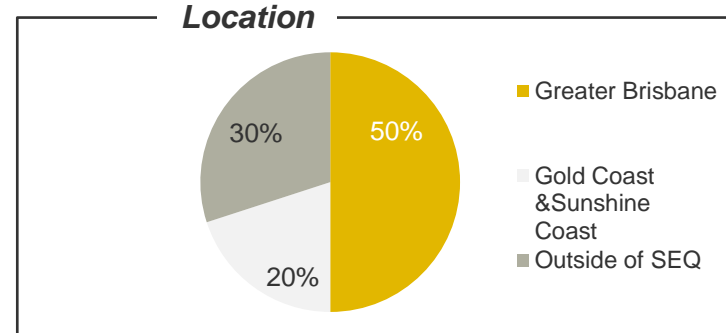
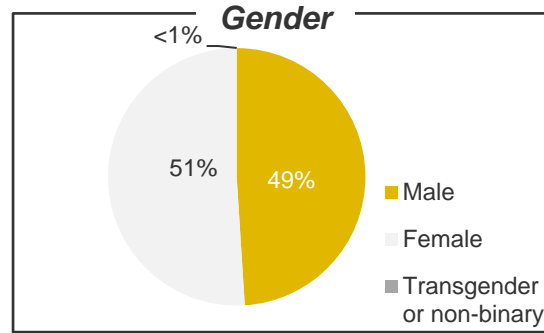
- Males expressed a higher preference (12%) for the experience centre to be open to the public now, whereas, females indicated a need for more information before they decided if they wanted to visit (17%).



4.0
Sample profile
(demographics)



2023 survey sample profile (weighted data)



INTEREST AND PARTICIPATION IN SPORT BY SPECIFIC REGION

A personal interest in sport and fitness is highest within the Sunshine and Gold Coast regions.

Of children asked about in the survey, most interest in Brisbane 2032 is among youth living in the Brisbane-South region (in the opinion of their parents), but lowest among the children in the Outback/FNQ.

Of note, while showing more negative sentiment in many areas of the Brisbane 2032 research, Queenslanders in the Outback/FNQ are more likely to be spectators (40%) or volunteers (16%) in organised sport - significantly higher than average rates of organised sport participation for Queensland.

Personal and children's interest	Total	Brisbane Inner City	Brisbane - East	Brisbane - North	Brisbane - South	Brisbane - West	Moreton Bay - North	Moreton Bay - South	Ipswich	Logan - Beaudesert	Sunshine Coast	Gold Coast	Toowoomba	Darling Downs - Maranoa	Cairns	Townsville	Mackay - Isaac - Whitsunday	Central QLD	Wide Bay	QLD - Outback/FNQ (ex Cairns)
n=	2,325	174	58	46	88	33	101	61	111	95	263	279	80	41	172	170	143	120	83	207
Personal interest in sport and fitness (mean score out of 10)	6.7	6.5	6.8	7.6	7.2	6.0	6.8	5.7	6.5	6.2	7.3	7.2	7.0	5.2	6.9	7.0	6.8	5.9	6.4	6.5
n=	933	49	17	18	40	4	52	29	55	45	117	89	33	21	72	70	69	61	32	60
Your child/ren's level of current interest in Brisbane 2032 (mean score out of 10)	6.3	6.5	7.2	7.6	7.5	6.0	6.7	6.1	6.2	5.8	6.4	6.5	6.6	5.4	6.3	5.7	6.0	5.6	5.9	3.7
n=	2,325	174	58	46	88	33	101	61	111	95	263	279	80	41	172	170	143	120	83	207
Participate or attend organised sport																				
Yes – I am a participant or player	20%	21%	22%	39%	20%	15%	12%	8%	22%	18%	19%	21%	16%	20%	19%	24%	29%	20%	12%	24%
Yes – I attend as a spectator	28%	27%	27%	42%	28%	20%	29%	26%	21%	26%	26%	25%	24%	13%	32%	37%	34%	24%	29%	40%
Yes – I attend as a volunteer	8%	7%	9%	11%	5%	1%	7%	9%	4%	5%	6%	6%	7%	15%	15%	7%	10%	9%	12%	16%
Yes – as a coach or manager	2%	1%	3%	7%	2%	3%	2%	0%	0%	1%	3%	1%	2%	3%	4%	7%	6%	2%	2%	5%
NET Yes	49%	49%	52%	72%	50%	40%	46%	37%	45%	41%	48%	47%	42%	45%	51%	58%	59%	51%	47%	59%
No	51%	51%	48%	28%	50%	60%	54%	63%	55%	59%	52%	53%	58%	55%	49%	42%	41%	49%	53%	41%

E3. Degree of interest in sport and fitness E4. Personal participation in sport BASE: Total sample (n=2,325)

E10 Do any of those children regularly participate or attend organised sport? BASE: Has children under 18 years in the household (n=884)

E11. How would you describe your child/ren's level of current interest in the Brisbane 2032 Olympic and Paralympic Games? (Select one response) (n=933)

Note: Figures in green and red are significantly higher or lower than the TOTAL at 95% confidence interval.

Don't know was not included in the Means calculation.

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