About this document

This document outlines the results of Ofcom’s research into media consumption in Glasgow during the XX Commonwealth Games held from 23 July to 3 August 2014. Ofcom follows a number of regulatory principles and one of these is to research markets regularly, with an aim to remain at the forefront of technological understanding. Similar research was published in 2012 following the London Olympics to assess media consumption and use throughout the Olympic Games.

Previous Ofcom research¹ has presented low take-up in Glasgow of communications services, particularly home broadband. Ofcom conducted this research to help understand which networks and devices people in Glasgow used to follow this high-profile and locally relevant event. To provide context to the results, this report includes data from quantitative research among residents of Glasgow, BARB panel data on television consumption and data from Ofcom’s annual research programme including the Communications Market Report.

This report is designed to complement Ofcom’s Communications Market Report and provides an illustration of the impact of the Commonwealth Games event on consumers’ media consumption.

¹ Ofcom | The Communications Market Report: Scotland
XX Commonwealth Games: Media Consumption

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1. Introduction

Between 23 July and 3 August 2014, Glasgow hosted the XX Commonwealth Games.

Shortly after the Games; from 4-13 August 2014, Ofcom undertook consumer research into adults’ consumption of the Games on different media devices. This report presents findings from the research, together with an analysis of people’s viewing behaviour using data from the Broadcast Audience Research Board (BARB) and other external research sources that help to illuminate viewer behaviour in relation to following the Games.

Methodology

The consumer research was carried out by BDRC Continental and involved face-to-face in-street interviews among 411 residents of Glasgow City (i.e. the area overseen by Glasgow City Council). Respondents were adults aged 16+ and interviews took place between 4 and 13 August 2014. We also reference BARB panel data based on actual household viewing to build a picture of consumption that is both claimed and actual.

2. Glasgow in context

The Glasgow 2014 Games took place in a communications market that has been transformed in recent years by the popularity of services such as iPlayer, the rapid growth of devices such as smartphones and tablet computers, and shortly after the London 2012 Olympics which had seen digital methods of engagement very widely used, especially by younger consumers².

One of the reasons for conducting this new study was that previous research for Ofcom had presented a difficult picture with regard to the take-up of new communications technologies in Scotland. The city of Glasgow in particular has experienced home broadband take-up lag significantly behind the rest of Scotland and the UK for a number of years. In the five years between 2008 and 2013, Scotland’s take-up of the internet rose from 60% of the population to 76%, compared to an overall UK rise of 58% to 80%. In Glasgow specifically however, take-up was even lower in 2008, and by 2013 only 50% of Glasgow’s citizens were online.

The 2014 Communications Market Report for Scotland³ reported increases in take-up and use of a variety of devices and platforms, with eight in ten households (81%) in Scotland having access to the internet (via broadband, mobile phone or narrowband), in line with the UK average. Glasgow’s fixed broadband take-up rose to 66%, but remains lower than the Scottish average of 76% and the UK average (77%).

Despite historically lagging behind in communications technology take-up and use, Scotland has mirrored the UK in its appetite for using smartphones and tablets. Both of these devices have seen phenomenal growth in the last four years across the UK, with tablets now in over 40% of homes, and more than six in ten adults owning a smartphone (63% for the UK, 60% for Scotland)⁴.

² http://stakeholders.ofcom.org.uk/consultations/london2012/media-consumption/
⁴ Ofcom Technology Tracker, Wave 2 2014
During the London Olympics in 2012, half of all UK adults followed coverage online on a range of devices; high-quality pictures and 24/7 availability were some of the key drivers for people to watch the event online. Since 2012, the increased take-up of mobile devices, the roll-out of faster mobile broadband networks, and the availability of public WiFi hotspots have increased the potential for the experience of following live events to be further enhanced. Our research was designed to examine whether consumption patterns have changed, and whether a large, high-profile event such as the Commonwealth Games could act as a driver to increase media use across multiple platforms in Glasgow.

3. Key points

- A high proportion of Glasgow residents (84%) followed the Games by watching, listening to or reading coverage.

- Almost three-quarters (73%) of respondents aged 16+ said that they were fairly, or very, interested in Glasgow 2014; 12% reported that they were ‘not at all interested’ in the Games.

- TV was the primary medium for consuming Games content. More than nine in ten (92%) people who chose to follow the Games did so via a television set; almost half of these viewed coverage daily.

- According to BARB, over 35 million people in the UK watched the Glasgow Commonwealth Games on television; this equates to 61% of TV viewers in the UK. In Scotland alone, this figure rose to 78% of TV viewers (3.6 million people).

- Over half of respondents used more media during the Glasgow Games, with 43% claiming that they used their TV set more than usual. Among 35-54 year olds this figure rose to over half of respondents (54%).

- Men were more likely than women to follow daily coverage of the Games. Nearly six in ten males (58%) claimed to watch coverage on TV every day, compared to 38% of females.

- More than thirty-five million people in the UK watched the Glasgow 2014 Commonwealth Games on TV, according to BARB, more than the previous Games in Melbourne in 2006, or Delhi in 2010. The number of people who watched Glasgow 2014 on television was an increase of 18% on the 30 million who watched the Melbourne Games in 2006 and 50% higher than the 23.7 million who watched the Delhi Games in 2010.

- Analysis of BARB data showed that the opening ceremony was the most popular Commonwealth Games TV programme, attracting an audience of 7.7 million viewers (39% share) and peaking at 9.3 million viewers between 9.30pm and 10pm. This was also the case in Scotland, where the opening ceremony was the most-watched Games programme, peaking at an audience of 1.8 million viewers.

- Of the Glasgow residents surveyed who followed coverage of the Games, 13% used their smartphone to do so.

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5 http://stakeholders.ofcom.org.uk/consultations/london2012/media-consumption/ (p.4)
4. Following of the Glasgow Commonwealth Games

Close to three-quarters of Glasgow residents said that they were interested in the Commonwealth Games.

When asked how interested they were in the 2014 Games, 73% of Glasgow residents responded that they were interested, with one in three (34%) stating that they were ‘very interested’. Twenty-three per cent of respondents were not interested in the Games, with 12% saying that they were ‘not at all interested’.

Figure 1: Extent of interest in the 2014 Commonwealth Games

Source: Ofcom Commonwealth Games consumer research, September 2014

Q12: As you probably know, the 2014 Commonwealth Games were staged in Glasgow in Scotland this year. Thinking about when the Commonwealth Games happened this July and August, please tell me how interested you were using the following scale.

Base: All respondents (411)

Interest in the Games was highest among those in the ABC1 socio-economic group

Looking in more depth at those who expressed interest in the Games, this was highest among those in ABC1 households; 79% of whom expressed an interest, compared to 67% of those in C2DE households who reported being interested in the Games. Respondents aged 35-54 claimed to be more interested in the Games (77%) than those in the younger and older age cohorts (71%).
**XX Commonwealth Games: Media Consumption**

**Figure 2: Proportion of Glasgow residents interested in the Commonwealth Games, by gender, age and socio-economic group**

Source: Ofcom Glasgow Commonwealth consumer research, September 2014

Q12: As you probably know, the 2014 Commonwealth Games were staged in Glasgow in Scotland this year. Thinking about when the Commonwealth Games happened this July and August, please tell me how interested you were using the following scale.

Base: Indicated on chart. All respondents

A higher proportion of people followed the Games (84%) than had expressed an interest (73%)

When asked if they had watched, listened to or read about the Games, more Glasgow residents followed the Games than had initially expressed an interest in them. Younger people, in the 16-34 age group, were less likely to follow the Games but still demonstrated a high level of engagement, with 78% of people in this cohort reporting that they had followed the coverage. Those aged over 55 were most likely to have followed the Games, with 88% of respondents having watched, listened to, or read coverage.

Research carried out by the Glasgow 2014 Organising Committee also suggested a very high level of engagement with the Games, with 80% of people in their survey having watched, or intending to watch, the Games on television or at one of the big-screen live sites created for the public.6

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6 Glasgow 2014 XX Commonwealth Games Highlights
**XX Commonwealth Games: Media Consumption**

**Figure 3: Proportion of Glasgow residents who followed the Commonwealth Games, by gender, age and socio-economic group**

Source: Ofcom Commonwealth Games consumer research, September 2014

Q12a Did you follow any of the Commonwealth Games coverage? By “follow” I mean watch, listen to, or read about.

Base: Indicated on chart. All respondents.

Athletics and swimming were cited as the most followed sports events during the Games

In our Glasgow-based sample, when asked about which events they followed on any device (including TV), similar numbers of respondents mentioned athletics, swimming and the opening ceremony; around two-thirds of those who followed the Games claimed to have followed coverage of these events.

**Figure 4: Following the Games, on any device**

Source: Ofcom Commonwealth Games consumer research, September 2014

Q15. Which, if any, of these events did you follow any coverage of?

Base: All who followed coverage of the Games on any device (337)
5. **Television audiences during the Games**

Sunset + Vine and Global Television were the host broadcasters for the Glasgow Games, providing footage for domestic and international broadcast. The BBC, as the domestic broadcast rights holder, produced more than 300 hours of network television coverage, 200 hours of radio coverage and over 1300 hours of live action.\(^7\)

Sport in general is a strong driver for the consumption of media content. It attracts more spend by multichannel broadcasters than any other genre, representing 19% of all spend in 2013.\(^8\) Sport continues to be the largest revenue-generating genre across multichannel platforms, accounting for 43% of revenues. In 2013, revenues reported by sports channels grew by 13%, partly as a result of increased activity in the genre by BSkyB and the launch of the BT Sport group of channels. It accounted for £2,329m of revenue generated by multichannel broadcasters in 2013.

Sport represents a smaller part of the programme mix for the PSB channels, making up just 4.5% of peak-time output by hours in 2013.\(^9\) The greatest year-on-year declines in terms of total number of hours on the five main PSB channels were in sports, which fell by 30% in 2013. Some of this decrease in sports programming was to be expected, as the London 2012 Olympics increased that year’s hours to an unusually high level.

5.1 **The popularity of the Glasgow Games on TV**

**The TV set was the most popular device for following coverage of the Games**

Ofcom’s consumer research found that the TV set was by far the most popular method for following coverage of the Games, with 92% of respondents who followed the Games having used this device to do so. The second most popular device for consuming games coverage was a smartphone, used by 13% of those who followed the Games.

The finding that TV was the most popular platform for viewing the Games is in line with Ofcom’s *Digital Day 2014* research, published within the *Communications Market Report* for Scotland, which documented the resilience of television as part of Scottish consumers’ daily media consumption. Despite the rise in ownership of tablets, traditional media devices still account for the majority of media consumption.

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\(^7\) Glasgow 2014 XX Commonwealth Games Highlights
\(^8\) Ofcom | TV and audio-visual (Figure 2.53)
\(^9\) Ofcom | TV and audio-visual (Figure 2.41)
Figure 5: Devices used to follow coverage of the Commonwealth Games

<table>
<thead>
<tr>
<th>Device</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>92%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>13%</td>
</tr>
<tr>
<td>Computer</td>
<td>8%</td>
</tr>
<tr>
<td>Tablet</td>
<td>5%</td>
</tr>
<tr>
<td>Radio</td>
<td>5%</td>
</tr>
<tr>
<td>None</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Ofcom Commonwealth Games consumer research, September 2014
Q13 For each device that you used to follow any Games coverage, did you use it for watching video (e.g. TV or video clip), reading text (e.g. a news report or update) or listening to audio (e.g. radio coverage or a news report)?
Base: All who followed coverage of the Games (345)

People in Glasgow claimed to have watched more TV than usual during the Games

In our sample, people claimed to have increased their viewing by approximately two hours during the Games. Claimed consumption of other media or activities listed remained relatively unchanged.

Figure 6: Number of hours spent on activities: typical week vs. Games week

<table>
<thead>
<tr>
<th>Activity</th>
<th>Typical week</th>
<th>During Commonwealth Games (per week)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV</td>
<td>17.3</td>
<td>19.4</td>
</tr>
<tr>
<td>Using the internet to watch video/TV</td>
<td>2.6</td>
<td>2.8</td>
</tr>
<tr>
<td>Using the internet for social networking</td>
<td>5.1</td>
<td>5.0</td>
</tr>
<tr>
<td>Using the internet for other activities</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Listening to the radio</td>
<td>5.0</td>
<td>4.4</td>
</tr>
<tr>
<td>Reading</td>
<td>4.9</td>
<td>4.3</td>
</tr>
<tr>
<td>Spending time with friends</td>
<td>10.0</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Source: Ofcom Commonwealth Games consumer research, September 2014
Q25a. Thinking generally. In a typical week, how many hours would you say you spend...
Q25b. During the Commonwealth games, how many hours do you think you would spend...
Base: All respondents (411)
More than 35 million people in the UK watched the Glasgow 2014 Commonwealth Games on TV

According to BARB, 35.6 million people aged 4+ in the UK watched at least 15 consecutive minutes of Commonwealth Games coverage on television at some point during the Glasgow Games. This represented 19% more viewers than the Delhi Games and 50% more than the Melbourne Games.

**Figure 7: Total viewers to Commonwealth Games: 2006-2014**

![Chart showing total viewers to Commonwealth Games: 2006-2014](chart.png)

Source: BARB/InfoSys+, Individuals 4+ Cov (000) filtered on ‘games’, 15 minutes+ consecutive reach, all BBC channels excluding CBBC and cBeebies. Network (UK).

**5.2 The most-viewed programmes of the Glasgow Games**

The opening and closing ceremonies attracted the biggest TV audiences of the Games in Scotland and the UK as a whole

The Glasgow 2014 opening ceremony achieved the largest audience of the Glasgow Games, attracting an average audience of 7.7 million UK viewers and peaking at 9.3 million viewers between 9.30pm and 10pm. The second most popular half-hour slot among UK viewers was between 9.30pm and 10pm during the closing ceremony, which attracted 7.7 million viewers.
In Scotland specifically, the opening ceremony was also the most-watched Commonwealth Games programme, attracting an average audience of 1.5 million viewers and peaking at an average audience of 1.8 million viewers between 9.30pm and 10pm. Whereas the men’s 10m platform diving finals, the men’s 4x100m relay heats, and the men’s and women’s 4x100m relay finals were the other most-viewed Games events across the UK as a whole, the top five programmes were different in Scotland; e.g. the third most-viewed Games programme was the evening highlights programme on 3 August.
The Glasgow Commonwealth opening and closing ceremonies had the highest UK audiences compared to the last two Commonwealth Games ceremonies.

Figure 10, below, compares audiences for the opening and closing ceremony programmes for the last three Commonwealth Games; the Melbourne Games in 2006, the Delhi Games in 2010 and the Glasgow Games in 2014. The Glasgow opening ceremony attracted an average audience of 7.7 million UK viewers, compared to the 2.9 million UK viewers who watched the opening ceremony of the previous Commonwealth Games, in Delhi in 2010. The Glasgow closing ceremony attracted an average audience of 6.9 million UK viewer’s compared to an average audience of 1.4 million viewers who tuned in to watch the Delhi Games’ closing ceremony. Looking at viewing just in Scotland, a similar audience viewed the opening and closing ceremonies in Glasgow (1.4 million).

Figure 10: UK and Scotland viewing of the Commonwealth Games opening and closing ceremonies: 2006-2014

Source: BARB/InfoSys+ Individuals 4+, Network (UK). ITV Scotland sales region. Average audience in thousands
Average audience is calculated by adding together the audience for each individual minute of a programme and dividing it by the programme’s total duration

The opening ceremony had a 69% share of viewing in Scotland

For the Melbourne and Delhi Games, the audience share in Scotland has been consistent with the average for the UK. In 2014 however, 69% of the viewing audience in Scotland watched the opening ceremony and 63% the closing ceremony; 30 percentage points higher than that for the UK average (39%).

When looking at the shares of the available audience across the events from 2006 to 2014, Figure 11 shows that the Melbourne 2006 ceremony events were watched by an audience of around two-thirds of the UK audience to the Glasgow 2014 ceremonies and the 2010 Delhi ceremonies achieved an audience share of around half that of Glasgow.
5.3 Frequency of viewing Games coverage

Daily viewing of Games coverage was greatest among males and those aged 55+

In our research, nearly half (48%) of those who watched the Games on TV watched it every day. Men were more likely than women to have watched the Games every day on TV, at 58% compared to 39%. Five per cent of respondents claimed to have viewed only one or two days of coverage in total over the duration of the Games.

Source: Ofcom Glasgow Games consumer research, September 2014
Q18 How often did you use each device to follow any of the coverage?
Daily viewing of the Games on television increased with age, rising to 56% of those aged 55 and over. Of those aged 16-34, 41% watched the Games on television every day.

**Figure 13: Frequency of watching coverage of the Games on TV, by age**

![Frequency of watching coverage of the Games on TV, by age](image)

Source: Ofcom Commonwealth Games consumer research, September 2014
Q18 How often did you use each device to follow any of the coverage?
Base: All who watched coverage of the Games on TV – 16-34 (108), 35-54 (115), 55+ (93 *Caution base under 100)

### 6. Changes in media use during the Games

Over half of respondents claimed to use more media during the Glasgow Games

More than half of those surveyed (52%) said they used more media during the Games. At 39%, live television was the method of viewing for which most people reported an increase. Time-shifted viewing made up a relatively small element of television audiences’ interaction with the Games, possibly due to a desire to keep up with the latest coverage as it happened. Viewing of catch-up TV in general in Scotland is slightly lower than the UK average (29% vs 32%)\(^{10}\) and Scotland has the lowest proportion of the UK nations of this type of viewing.

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\(^{10}\) [http://stakeholders.ofcom.org.uk/binaries/research/cmr/cmr14/2014_UK_CMR.pdf](http://stakeholders.ofcom.org.uk/binaries/research/cmr/cmr14/2014_UK_CMR.pdf)
Figure 14: Media used more often during the Commonwealth Games

Source: Ofcom Commonwealth Games consumer research, September 2014
Q24 Whilst the Commonwealth Games were on in Glasgow, which of the following did you use more of compared to your normal usage?
Base: All respondents (411)

Men, and people aged 35-54, were the most likely groups to have increased their media use during the Games

Those aged 35-54 had the most significant change to their media habits. Men, and respondents in the ABC1 socio-economic group, were more likely then women or C2DEs to have increased their media use.

Figure 15: Higher use of media during the Commonwealth Games, by age, gender and socio-economic group

Source: Ofcom Commonwealth Games consumer research, September 2014
Q24 Whilst the Commonwealth Games were on in Glasgow, which of the following did you use more of compared to your normal usage?
Base: Indicated on chart. All respondents
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7. Use of other devices to follow the Games

The TV set was the most popular device for following coverage of the Games, at 92%, followed by smartphones at 13% (Figure 5)\textsuperscript{11}. Figures from the Glasgow 2014 Organising Committee show over a million visits per day to the Glasgow 2014 website, and show that the Glasgow 2014 mobile app was downloaded on over 460,000 devices\textsuperscript{12}.

BBC iPlayer statistics for the period registered the opening ceremony within the published list of most requested downloads, with 534,000 requests for this element of the Games\textsuperscript{13}.

Younger, and ABC1 followers of the Games were more likely to have used devices other than a TV to follow coverage

Those who followed the Games were asked which devices they used to do so. Figure 16 shows that use of smartphones and tablets were all more prominent among the 16-34 age group.

\textbf{Figure 16: Devices used to follow coverage of the Commonwealth Games, by age}

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{figure16.png}
\caption{Devices used to follow coverage of the Commonwealth Games, by age}
\end{figure}

Source: Ofcom Commonwealth Games consumer research, September 2014

Q13. Which of these devices (either your own or anyone else’s) did you use to follow any of the Commonwealth Games coverage?

Base: All who followed coverage of the Games – 16-34s (121), 35-54 (123), 55+ (101)

As well as being more popular among the 16-34 age group, smartphones, computers and tablets were used more by those in the ABC1 socio-economic group, probably in part because these groups generally have higher take-up of these devices.

\textsuperscript{11} Within the sample 49% of people owned a smartphone; the average level of smartphone take-up in Scotland is 60%.

\textsuperscript{12} \url{http://www.insidethegames.biz/commonwealth-games/2014/1021790-half-a-million-meals-served-96-per-cent-of-tickets-sold-3-5-mentions-on-social-media-glasgow-2014-in-numbers}

\textsuperscript{13} \url{http://downloads.bbc.co.uk/mediacentre/iplayer/iplayer-performance-jun-aug-12.pdf}
ABC1s, and the 16-34 age group, were the most likely to use a 3G/4G connection to follow Games coverage

The research found that watching any coverage of the Games while outside the home was most likely to be done on a smartphone. Ten per cent of respondents used a 3G or 4G connection to follow coverage of the Games. This figure was highest among 16-34s and ABC1s, and contrasts with the profile of the television audience, which had a higher proportion of over-55 and C2DEs.

Figure 18: Use of 3G/4G to follow coverage of the Games, by gender, age and socio-economic group

Source: Ofcom Commonwealth Games consumer research, September 2014
Q12a Did you follow any of the Commonwealth Games coverage? By “follow” I mean watch, listen to, or read about.
Base: Indicated on chart – all who followed the Games on any device
8. Internet use during the Games

Use of the internet during the Games increased most among 16-34 year olds

Among those who followed the Games and who had access to the internet, fixed broadband was the primary method for accessing Games content, with 36% mentioning using this. We know from the 2014 Communications Market Report for Scotland that broadband take-up is lowest in Scotland among lower-income households, those over 65 and those in socio-economic group C2DE\(^\text{14}\).

Focusing on the group of people who said they used the internet to follow the Games, we asked them about the locations where they used it. Seventy-nine per cent of them used the internet at home, with 11% using it outside the home. Additionally, other people used it in someone else’s home, at work or on public transport.

As with television viewing, our research found an increase in use of the internet during the Games. Those aged 16-34 were most likely to have increased their use of the internet during the Games, with one fifth claiming to have done so.

**Figure 19: Used the internet more during the Games, by gender, age and socio-economic group**

![Figure 19: Used the internet more during the Games](source: Ofcom Commonwealth Games consumer research, September 2014)

Q24 Whilst the Commonwealth Games were on in Glasgow, which of the following did you use more of compared to your normal usage?

**Base: Indicated on chart. All respondents**

Ofcom has carried out separate research\(^\text{15}\) on the value of communications services to society. Access to the internet in public places was generally seen as less essential than access at home or via a smartphone or tablet, due to the availability of alternatives. However, fixed public access to the internet in libraries and internet cafés was seen as essential for a minority of low-income, unemployed and recent-immigrant consumers, and also for new internet users who had no other alternative method of access. This was the only affordable way for this minority of consumers to access the internet when they needed to claim benefits or apply for jobs, and therefore was seen to have social value.

\(^{14}\) [http://stakeholders.ofcom.org.uk/binaries/research/cmr/cmr14/2014_CMR_Scotland.pdf](http://stakeholders.ofcom.org.uk/binaries/research/cmr/cmr14/2014_CMR_Scotland.pdf) (Figure 5.9)

\(^{15}\) [http://stakeholders.ofcom.org.uk/binaries/research/affordability/affordability_report.pdf](http://stakeholders.ofcom.org.uk/binaries/research/affordability/affordability_report.pdf) (Page 17)
Just before the Games started in July, Glasgow became the first local authority in Scotland to launch free public WiFi in the city. In the Commonwealth Games consumer research we asked people about their use of this service.

**One in ten had used the free public WiFi in Glasgow to view online Games content**

After fixed broadband, mobile internet data and mobile broadband were the next most used methods of connection. One in ten respondents who followed the Games and had internet access used the free WiFi from Glasgow City Council, twice as many who used WiFi from a local business.

**Figure 20: Methods used to access online Games content**

Source: Ofcom Commonwealth Games consumer research, September 2014

Q33. How did you gain access to this Commonwealth Games online content?
Base: All respondents with internet at home or elsewhere and following the Commonwealth Games (259)

**Thirty-nine per cent of internet users looked up relevant information while viewing Games coverage**

Almost four in ten (39%) internet users who followed the Games said they looked up relevant information on the web while watching or listening to coverage. This behaviour, termed media meshing, was highest among 16-34 year olds (58%), and ABC1s (44%) – probably to be due in part to the higher take-up of internet-enabled devices such as smartphones and tablets, among these groups.
**Figure 21: Used the internet to look up Games information while listening or watching, by gender, age and socio-economic group**

Source: Ofcom Commonwealth Games consumer research, September 2014

Q31. When watching or listening to coverage of the Commonwealth Games, how often did you use the internet to look up relevant information (e.g. about the Commonwealth Games event)

**There was a high social media following during the Glasgow Games**

Forty-one per cent of internet users who followed the Games used social media while watching or listening to coverage. Use of social networking was more prevalent in the 16-34 age group, at 61% (Figure 22). Nearly two-thirds (64%) of the social networking done at the same time as watching television was attributed to the smartphone, with tablet and computer use around the same level of a third of our sample.

According to research from the Glasgow 2014 Organising Committee, there were over three million mentions of Glasgow 2014 and associated keywords on social networks between 23 July and 3 August 2014. The official Glasgow 2014 social media accounts delivered 345 million impressions across Games time (combined number of users who saw any content from Twitter and Facebook accounts).  

Figure 22: Whether used social networking sites while listening or watching by gender, age and socio-economic group

Source: Ofcom Commonwealth Games consumer research, September 2014

Q30. When watching or listening to coverage of the Commonwealth Games, how often did you use social networking sites (e.g. Facebook or Twitter) to read or post related messages (e.g. about the Games event)?

Base: Indicated on chart. All respondents with internet at home or elsewhere and following the Commonwealth Games