

Sport participation behaviours of spectators attending major sports events and event induced attitudinal changes towards sport

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Figure 1: Overview of TTM stages

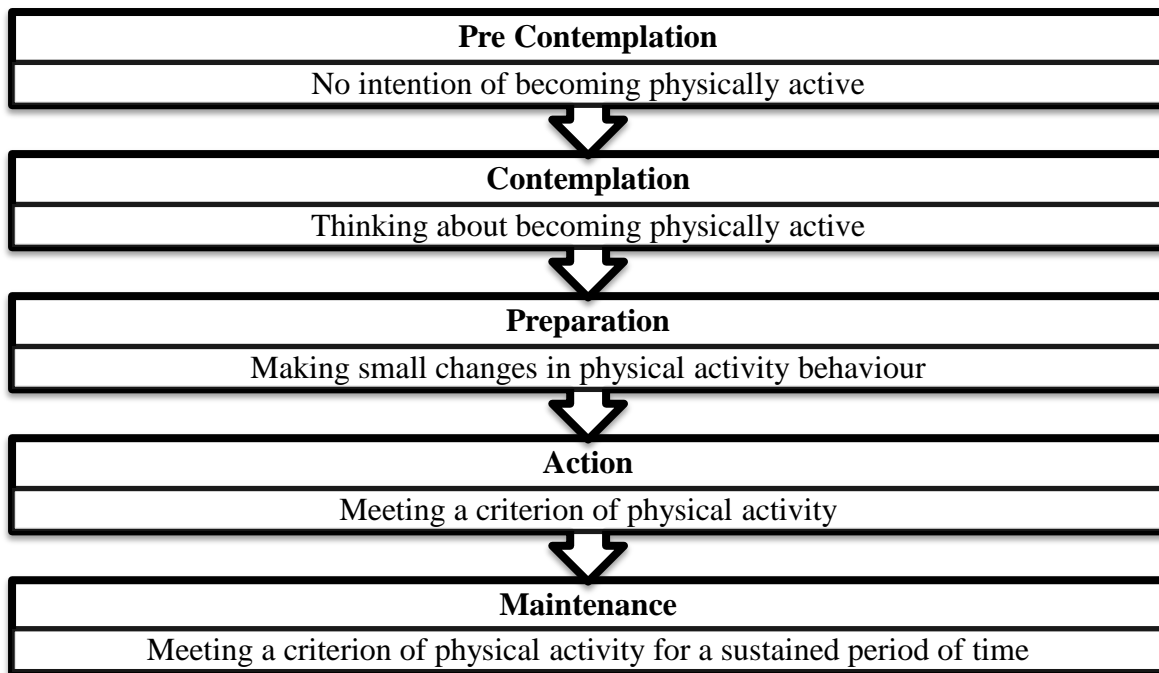


Figure 2: An adaptation of the TTM

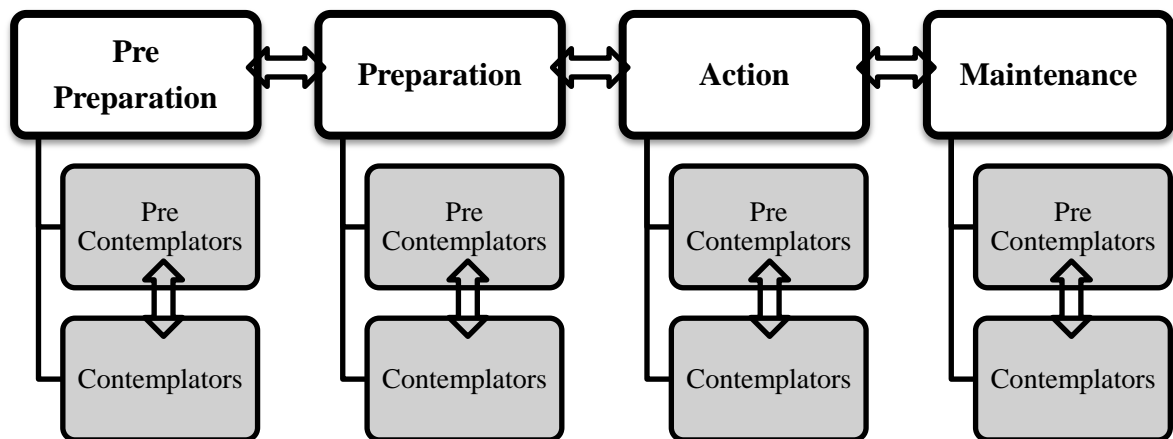


Figure 3: Importance of doing sport across the different TTM stages (aggregate sample)

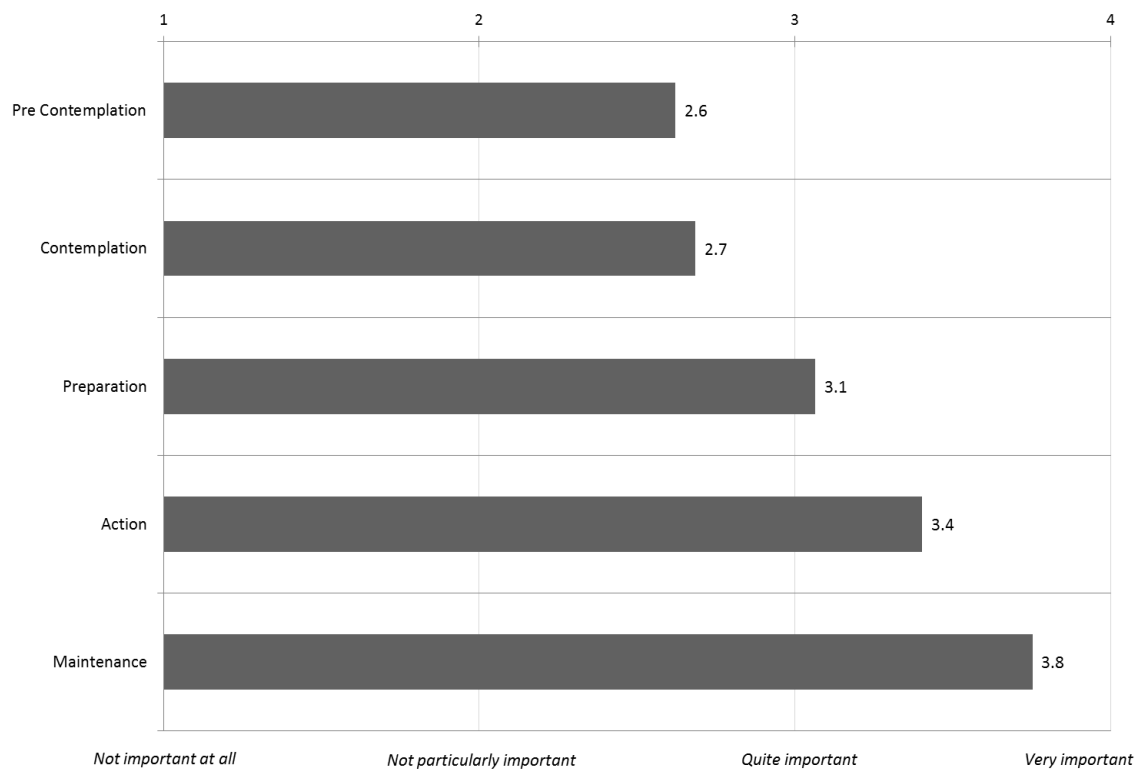


Figure 4: Inspiration effects across the revised TTM stages (aggregate sample)

	Pre Preparation	Preparation	Action	Maintenance
Pre Contemplators	23.1%	47.1%	45.2%	49.4%
Contemplators	76.9%	70.9%	71.9%	79.9%
Gap	53.8%	23.8%	26.7%	30.5%

Table 1: The seven events

Event	Dates	Location	Spectator Sample
FINA/NVC Diving World Series	25-27 Apr 2014	London	785
PruHealth World Triathlon Series	31 May-1 Jun 2014	London	783
ICF Canoe Slalom World Cup	6-8 Jun 2014	Hertfordshire	730
IPC Athletics European Championships	19-23 Aug 2014	Swansea	761
WTF World Taekwondo Grand Prix	24-26 Oct 2014	Manchester	430
NEC Wheelchair Tennis Masters	26-30 Nov 2014	London	312
UCI Track Cycling World Cup	5-7 Dec 2014	London	789

Table 2: Stages of change of attendees by event

Event	Pre Contemplation	Contemplation	Preparation	Action	Maintenance
Diving	1.8%	6.4%	11.3%	38.9%	41.7%
Canoe Slalom	4.2%	6.6%	10.1%	36.8%	42.3%
IPC Athletics	2.5%	9.5%	10.7%	37.5%	39.8%
Track Cycling	1.7%	6.0%	7.1%	35.6%	49.6%
WC Tennis	5.0%	10.7%	15.7%	37.2%	31.4%
Taekwondo	1.4%	6.9%	9.4%	28.3%	54.0%
Triathlon	0.9%	3.1%	6.1%	30.3%	59.7%
OVERALL	2.3%	6.6%	9.4%	35.2%	46.5%

Table 3: Demographic profile of respondents by TTM stage (aggregate sample)

	Pre Contemplation	Contemplation	Preparation	Action	Maintenance
<i>Gender</i>					
Male	44.4%	42.4%	52.8%	47.3%	52.6%
Female	55.6%	57.6%	47.2%	52.7%	47.4%
<i>Age Group</i>					
16-24 years	2.4%	10.0%	10.8%	12.2%	17.5%
25-34 years	9.5%	17.7%	20.1%	22.4%	25.3%
35-44 years	28.6%	28.5%	27.7%	26.2%	24.9%
45-54 years	21.4%	32.3%	24.5%	24.4%	20.6%
55+ years	38.1%	11.5%	16.9%	14.8%	11.7%

Table 4: Inspiration (and discouragement) effects by TTM stage and event

Event	Pre Contemplation	Contemplation	Preparation	Action	Maintenance
Diving	0.0% (0.0%)	71.4% (0.0%)	72.7% (0.0%)	66.3% (1.5%)	70.1% (0.7%)
Canoe Slalom	33.3% (0.0%)	87.5% (0.0%)	47.6% (3.2%)	55.6% (0.9%)	59.8% (0.4%)
IPC Athletics	42.9% (0.0%)	80.8% (0.0%)	68.7% (0.0%)	64.0% (0.0%)	63.4% (0.0%)
Track Cycling	14.3% (0.0%)	66.7% (0.0%)	62.0% (0.0%)	57.5% (0.0%)	56.2% (0.0%)
WC Tennis	0.0% (0.0%)	81.8% (0.0%)	78.0% (0.0%)	47.9% (0.0%)	52.5% (0.0%)
Taekwondo	50.0% (0.0%)	66.7% (0.0%)	56.3% (0.0%)	54.6% (0.0%)	59.8% (2.1%)
Triathlon	0.0% (0.0%)	80.0% (0.0%)	58.1% (4.7%)	70.0% (0.9%)	74.7% (0.5%)
OVERALL	23.1% (0.0%)	76.9% (0.0%)	63.8% (1.1%)	60.9% (0.6%)	64.3% (0.5%)

Table 5: Positioning of respondents within the revised TTM (aggregate sample)

Stage	Overall	Pre Contemplators (PC)	Contemplators (C)	Ratio (C / PC)
Pre Preparation	8.9%	2.3%	6.6%	2.9
Preparation	9.4%	2.8%	6.6%	2.3
Action	35.2%	14.5%	20.7%	1.4
Maintenance	46.5%	23.8%	22.7%	0.9