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International Centre for
the Study of Planned Events

2012 SPECIAL REPORT NUMBER ONE



Expectation / Perception and Well-Being Study
of
The Wedding of
Zara Phillips, MBE and Mike Tindall

30 July 2011 / Edinburgh, Scotland

Executive Summary

The wedding market in the United Kingdom is valued at 5.5 billion pounds per year and mass market retailers such as TESCO have recently made efforts to capture a great share of these profits. (Evolution, 2011) A total of 231,000 marriages were conducted in 2009 in the United Kingdom. (Guardian, 2012)

The International Centre for the Study of Planned Events conducted a ethnographic research study concerning the well being experienced by individuals within the city of Edinburgh during the wedding of Zara Phillips, MBE and Mike Tindall. The methodology used was similar to that used to analyse the happiness and well being factors during the St. Ninian's Day parade held in honour of His Holiness Pope Benedict XVI in September of 2010 and the well being study conducted on behalf of the Fife Council in 2010 for their major programme of events entitled Celebrating Fife 2010.

Student researchers from the United States of America participating in a summer programme at Queen Margaret University were trained to conduct this research. The students conducted their research between the hours of 10am and 2pm on 30, July 2011. The sampling method was based upon convenience sampling, however, student teams of two persons each were assigned to specific geographical areas near the Canongate Kirk where the wedding was conducted and along the North and South Bridges as well as the Princess Street shopping district. One hundred usable surveys were completed by the student researchers.

The results of this research compared favourably with the St. Ninian's Day Parade and Celebrating Fife 2010 studies. The majority of individuals interviewed and observed described their post event experience as superior in terms of perception as compared to their pre-event expectations. In addition, a large majority of persons stated that celebrity weddings such as this one have a positive short term impact upon the community. By comparison, over 50% stated that during the event there had been no perceptual change in the feeling of well being. However, following the event the well being scores were significantly higher.

This type of research provides event planners and host destinations with a comprehensive analysis of the happiness and well being potential of these types of events. Therefore, as a result of studies such as this one, host destinations may consider great promotion of their local as a site for celebrity wedding events to reap future happiness and well being benefits for both tourists as well as local residents.

For additional information regarding this study or to speak with a consultant of the Centre regarding evaluating your future event, please contact Mr. Vasilii Penny at +44-131-474-0000 or vpenny@qmu.ac.uk.

References

Evolution Wedding Services, 2011, viewed 25, January 2012,
<http://www.evolutionweddingservices.co.uk/blog/wedding-industry/>
Guardian, Datablog, 2012, viewed 25, January 2012,
<http://www.guardian.co.uk/news/datablog/2010/feb/11/marriage-rates-uk-data>

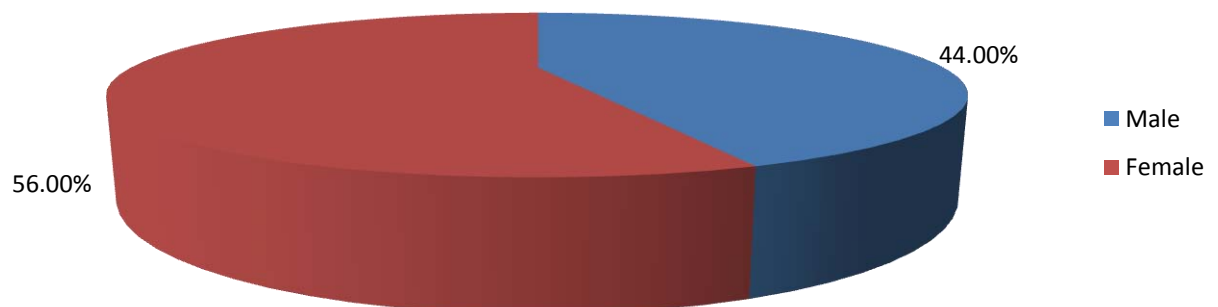


Ethno-photographic observation and analysis – majority of attendees are female and part of a intact group.

1. Gender

	%
Female	56
Male	44

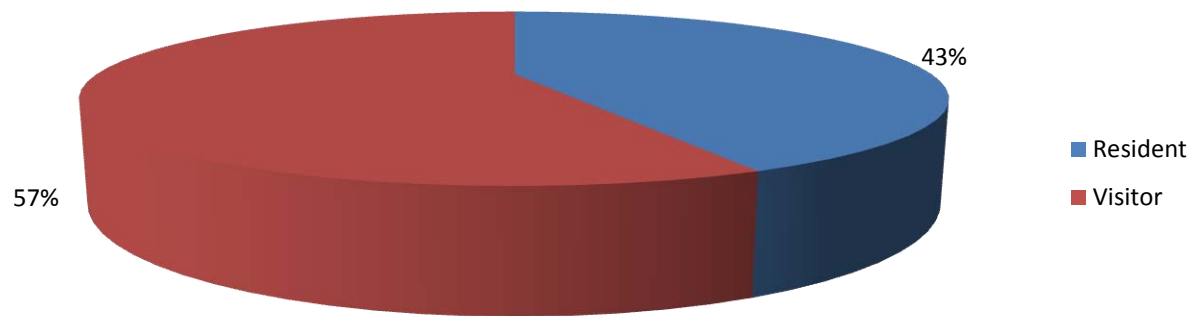
N=75



2. Are you a resident or visitor to Edinburgh?

	%
Resident	43
Visitor	57

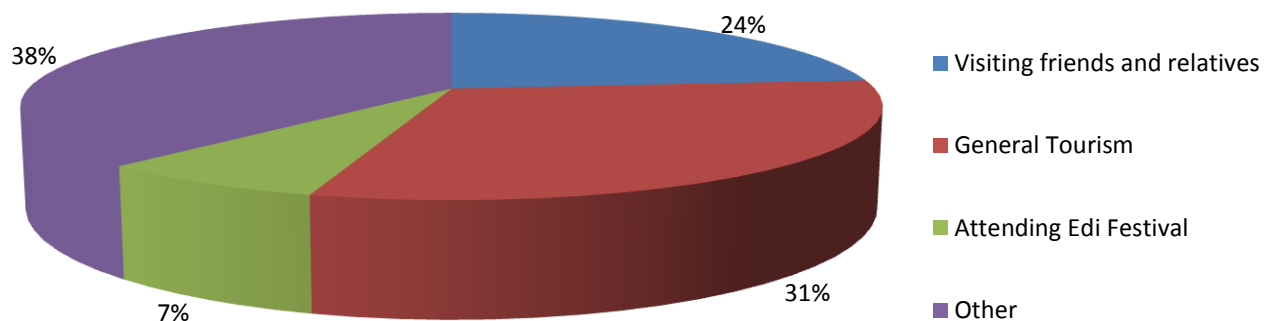
N=70



3. Purpose of visit

	%
Visiting friends and / or relatives	24
General tourism purposes	31
Attending the Edinburgh Festivals	7
Other	38

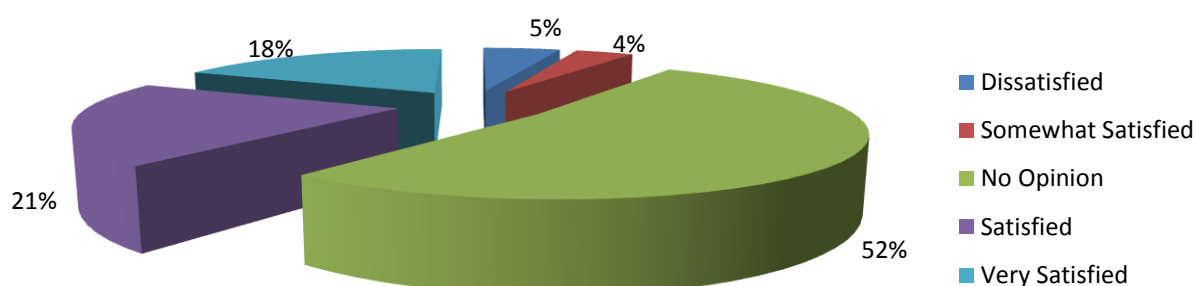
N=68



4. Prior to attending this event, how would you describe your expectations about the wedding? "Prior to attending, I thought I would be..."

	%
Dissatisfied	5
Somewhat Satisfied	4
No Opinion	52
Satisfied	21
Very Satisfied	18

N=77



"Tell me why you felt this way..." Comments:

Dissatisfied

- It is an English wedding. Why are they having it in Scotland?
- Dissatisfied because republic.

Somewhat Satisfied

- Not enough information. Locals did not know.
- Generates interest and "Britishness" to Edinburgh.
- He did not agree with the spending on the royal family.

No Opinion

- Did not know who Zara Phillips was prior to the summer.
- Because not know too much about it.
- Did not know it was going on/ happening.
- Means nothing to him.
- Knows of these but does not plan on attending the celebration.
- Feels that it was not as big of a deal compared to Will and Kate.
- Do not particularly care.
- Family into it.
- More here to check out the hub.
- Tagging along with a friend.
- Did not know.
- Was not aware.
- Did not know about it.
- Does not really matter.
- Do not care too much about it.

Satisfied

- It is a beautiful day. The Wedding will give the city some good standings.
- Often come to Edinburgh.
- Thought it would be fun.
- Because it is a royal wedding and that is exciting.
- Because she has never been to a royal wedding.
- Kate and Will marriage is quite exciting.
- No real expectations.
- Likes weddings.
- TV showing of Will and Kate's wedding.

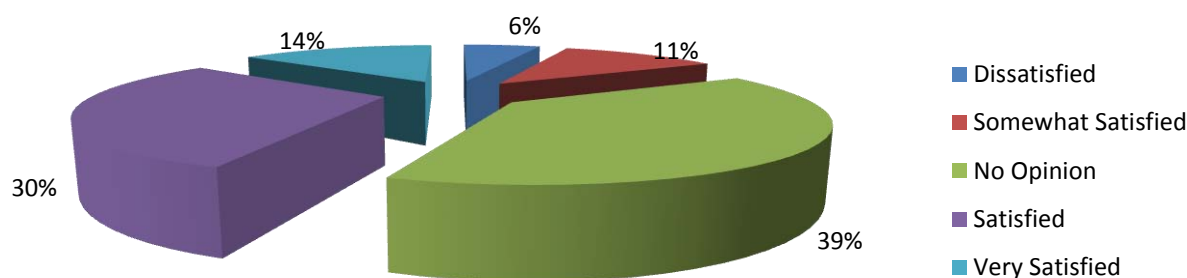
Very Satisfied

- No expectation just happy.
- Proud of city and royal family off, residence.
- Scotland fun.
- Because Scotland place to visit.
- Because thought royal wedding a big fun.
- On her way to meet friends to observe the festivities.
- Hoping to see it.
- Very excited. Setting up to play Indian music on the corner of Princes Street and North Bridge.
- Fan. Come to see Royal Wedding.
- The weather and the coach. Something Scotland does well.
- I hope to make money from the passing tourists. Will spread healing and peace with my music.
- Excitement about celebrities.

5. Following your attendance at this wedding event, how would you describe your current perceptions about this wedding event? "Currently, my feelings about the programme of events are best reflected as..."

	%
Dissatisfied	6
Somewhat Satisfied	11
No Opinion	39
Satisfied	30
Very Satisfied	14

N=70



“Tell me why you felt this way...” Comments:

Dissatisfied

- Disagree totally with royal family.
- "I can't park my car."

Somewhat Satisfied

- Not enough information. Locals did not know.
- Generates interest and "Britishness" to Edinburgh.
- He did not agree with the spending on the royal family.

No Opinion

- It makes a lot of people happy.
- I did not really care to attend this event, but I am having a nice time with my family.
- It is cool.
- Did not attend.
- Does not really care.

Satisfied

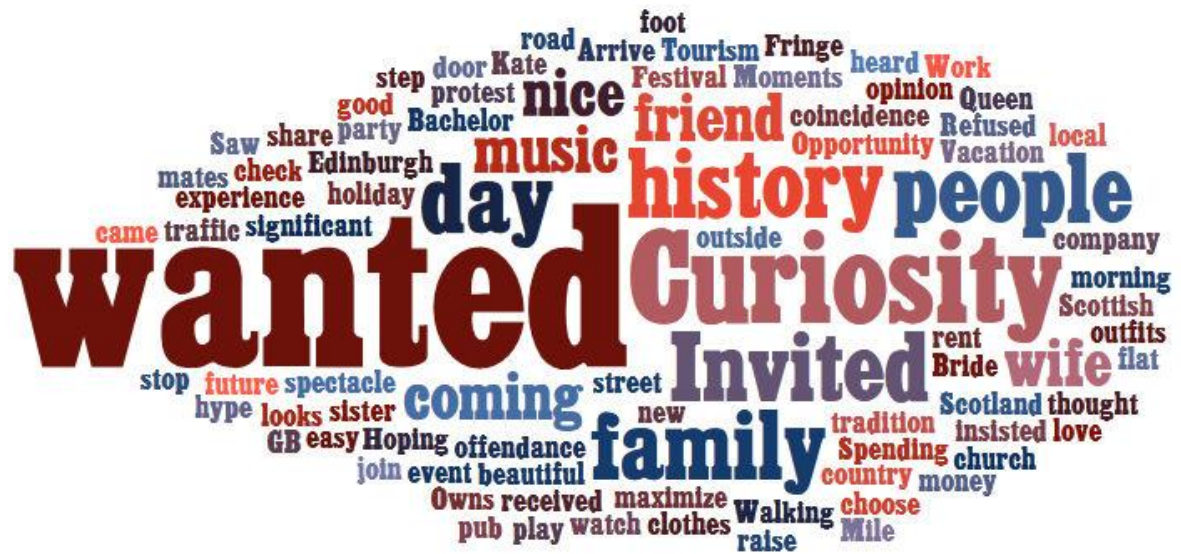
- She liked the crowd participation.
- Seems to be going well.
- It was beautiful.
- Good experience.
- Because she loves weddings
- It was/ would be a good experience.
- Depends whether we see them.
- Nice weather.
- Because family and calm event.
- I am having a nice time with my friends.
- I did not know what to expect. We are having fun.
- Excited for procession.
- Did not know about it but happy.
- Spirit of celebration/ happiness/ community spirit.
- It was her first time at a Royal wedding.

Very Satisfied

- Very good for city's well-being.
- Enjoying.
- Very happy. Nice day to enjoy with friends. Sense of local pride.
- Very excited to share my culture through music at the celebration.
- It brought many smiling people my way.
- Anticipating it.
- It was her first time at a Royal wedding.

6. Why did you attend this wedding event?

(Probe for specific reasons such as “to see members of the royal family, to be part of the celebration, curiosity?”)



7. How would you describe your perception of this individual wedding event?





Ethno-photographic observation and analysis – groups congregate to observe arrival and departure of members of the Royal Family and demonstrate high levels of anticipation.

Participant Pre and Post Feelings

8. Before I ask you for your feelings about this wedding event, I'd like you to just to take a moment to think about how you were feeling yesterday.

	%		%
Satisfied	8	Confused	1
Lonely	0	Confident	3
Good natured	8	Tense	0
Clear headed	2	Understood	0
Helpless	0	Insignificant	1
Impatient	1	Energetic	7
Useful	0	Dealing well with problems	2
Depressed	0	Thinking clearly	3
Relaxed about things	10	Feeling good about myself	5
Hopeless	1	Feeling close to other people	2
Optimistic	9	Able to make up my own mind	2
Withdrawn	0	Loved	3
Enthusiastic	6	Interested in new things	8
Interested in other people	5	Cheerful	12
Discontented	0		

N=239



“Are there any words of your own you would prefer to use?”:

- Travelling on a boat.
- Joyful
- Drink
- Happy.
- Content
- Happy.
- Not aware.

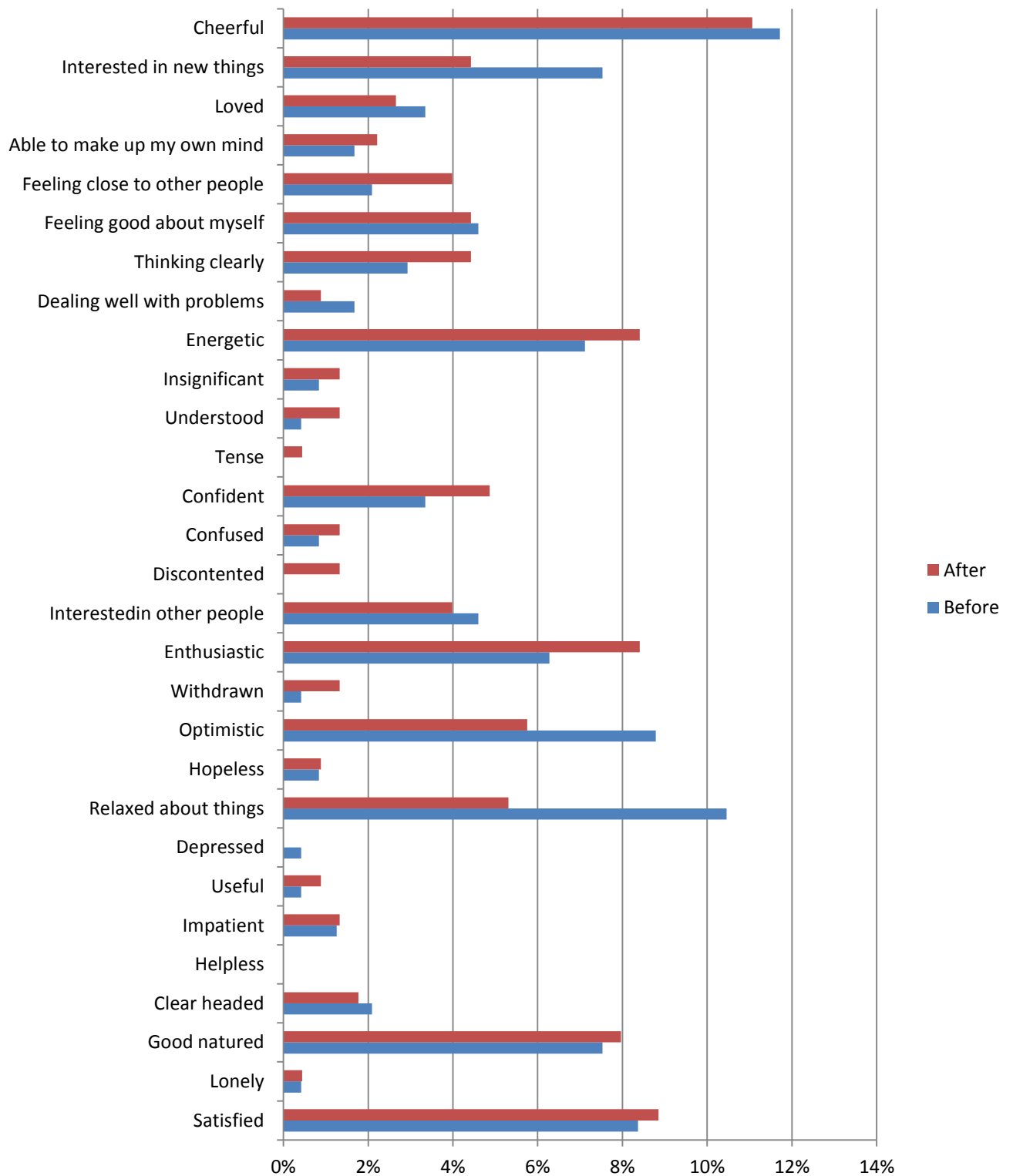
9. Now I'd like you to think about how you have been feeling while attending this event.

	%		%
Satisfied	9	Confused	1
Lonely	0	Confident	5
Good natured	8	Tense	0
Clear headed	2	Understood	1
Helpless	0	Insignificant	1
Impatient	1	Energetic	8
Useful	1	Dealing well with problems	1
Depressed	0	Thinking clearly	4
Relaxed about things	5	Feeling good about myself	4
Hopeless	1	Feeling close to other people	4
Optimistic	6	Able to make up my own mind	2
Withdrawn	1	Loved	3
Enthusiastic	8	Interested in new things	4
Interested in other people	4	Cheerful	11
Discontented	1		

N=226

“Are there any words of your own you would prefer to use?”:

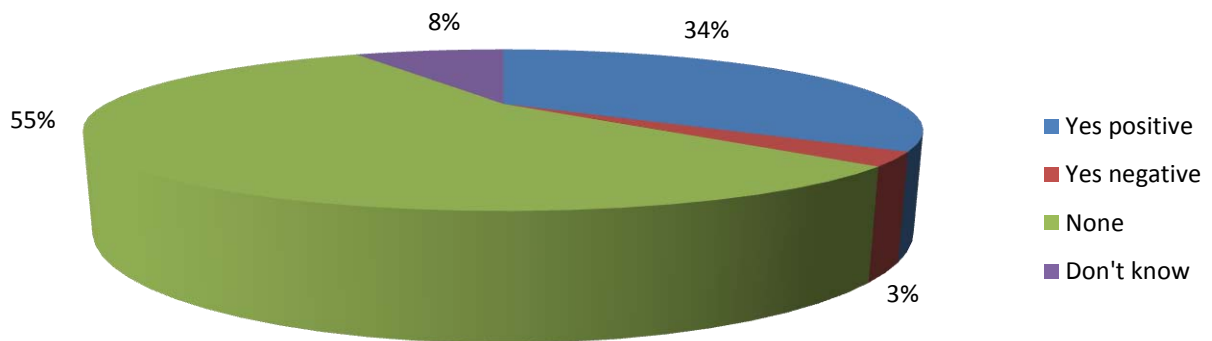
- Independent.
- Happy.
- Content
- More happy.
- Disinterested, indifferent.
- Hung over



10. Do you think attending this wedding event is having any impact on your general well-being?

	%
Yes positive	34
Yes negative	3
None	55
Don't know	8

N=76



“If you said yes, please can you describe what you think that impact is?”



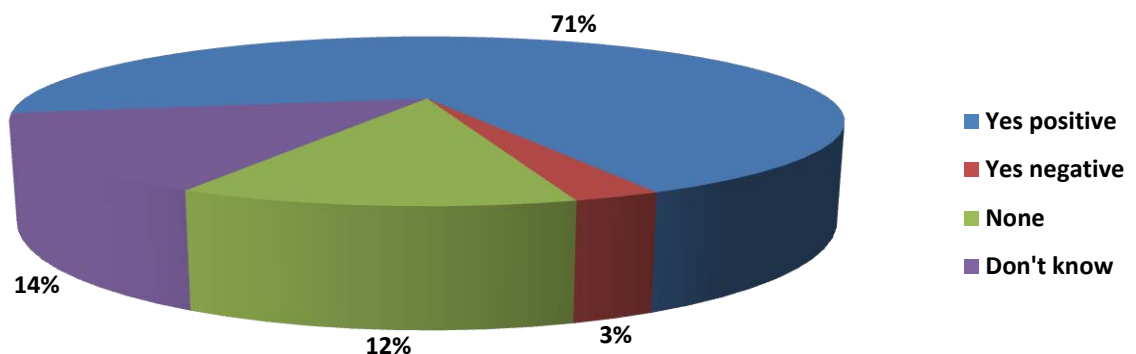
“How long do you expect that impact to last?”



11. Do you think celebrity wedding events such as this one have any impact on the well-being of the local community?

	%
Yes positive	70
Yes negative	3
None	12
Don't know	15

N=75



“If you said yes, please can you describe what you think that impact is?”



“How long do you expect that impact to last?”



12. What do you think this event will mean to you in 6 months time? That is, what do you think you will remember and tell others about it?



Ethnographer observational scoring:

(To be based upon observation of stakeholders tone of voice, vocal enthusiasm, rate of speech, volume of speech and body language. 5=High expectations, 4=Somewhat high expectations, 3=No opinion, 1=Extremely low expectations)

Average: 3.23

N=48

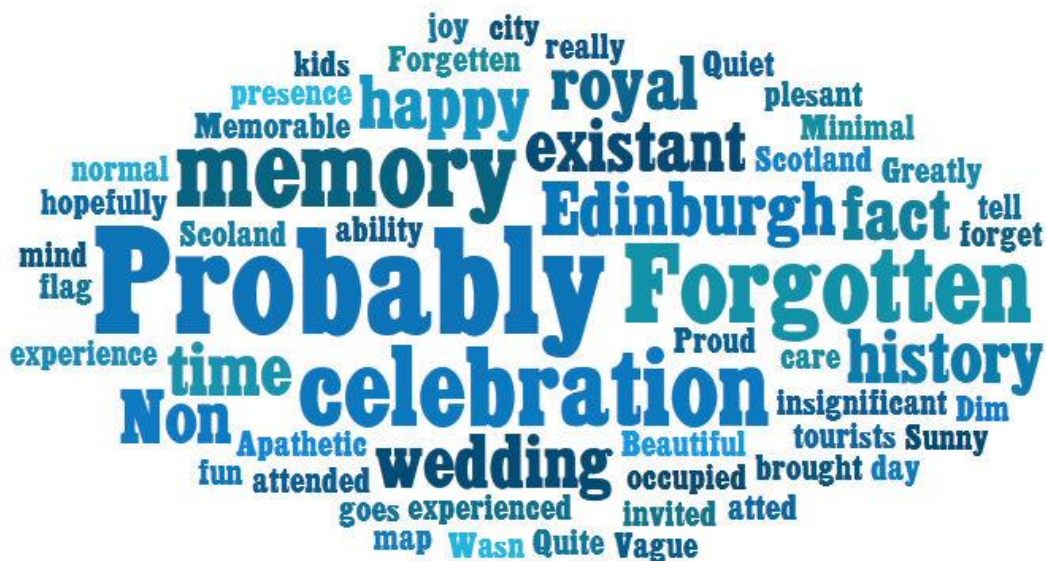
Comments:

- She's very excited and friendly but in a hurry to meet friends.
- Here specifically to see the wedding.
- She seemed completely unaffected and uninterested in the festivities.
- She was working on the square of Prince street and north bridge passing out coupons for a sandwich shop - was very friendly.
- Very positive Native American with passion about spirituality and well being.
- This lady is with a friend and her granddaughter who is a local. Only reply to here as they want to leave to get a good spot.
- Not to answer to the rest of questions as he lost interest.
- Noticed that a lot of people just were not informed or indifferent to the wedding at this location.



Ethno-photographic observation and analysis – individuals demonstrate high levels of engagement through waving flags provided by OK! magazine.

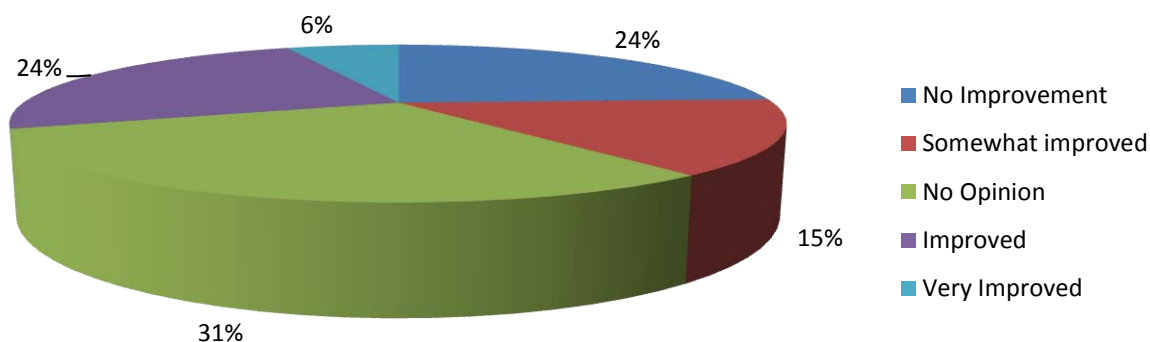
Long term (Up to five years following the event): “My long term memory of Zara Phillips and Mike Tindall will probably be...”



14. How would you describe your overall (physical and mental) sense of well being improvement as a result of attending this event?

	%
No Improvement	24
Somewhat Improved	15
No Opinion	30
Improved	24
Very Improved	6

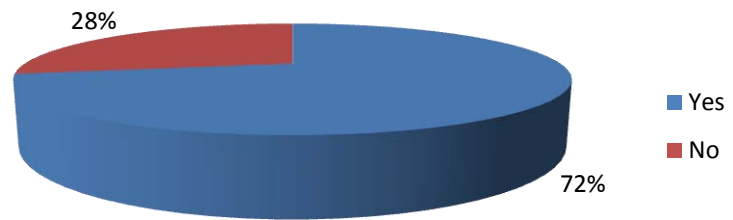
N=66



15. As a result of your experience at this event, would you like to see more celebrity weddings such as this one conducted in Edinburgh?

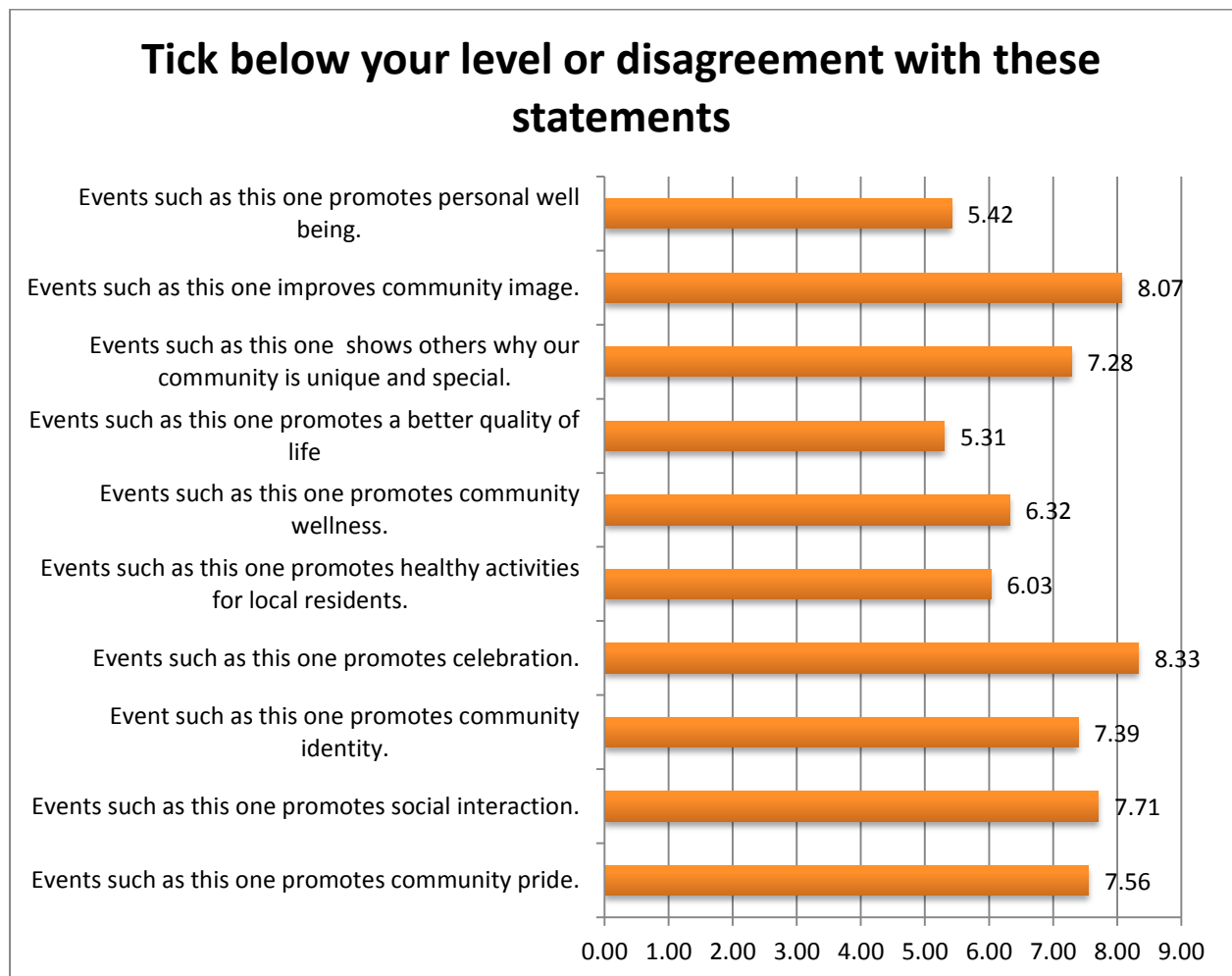
	%
Yes	72
No	28

N=57



Tick below your level or disagreement with these statements.

(1= Strongly Disagree, 10=Strongly Agree)



N=72



Ethno-photographic observation and analysis – group of wedding visitors show high levels of interest.

Ethnographic Observation Field Notes and Report

1. General audience response

1=Low 5=High (Observation and evaluation of cognitive and physical engagement in the activity.)

Average: 3.1

N=52



2. Percentage involvement of spectators

(A spectator displays primarily cognitive involvement. Activities of spectators include observing, watching and when asked, raising their hand or participating through applause.)

Average: 42%

N=52



3. Percentage involvement of actors

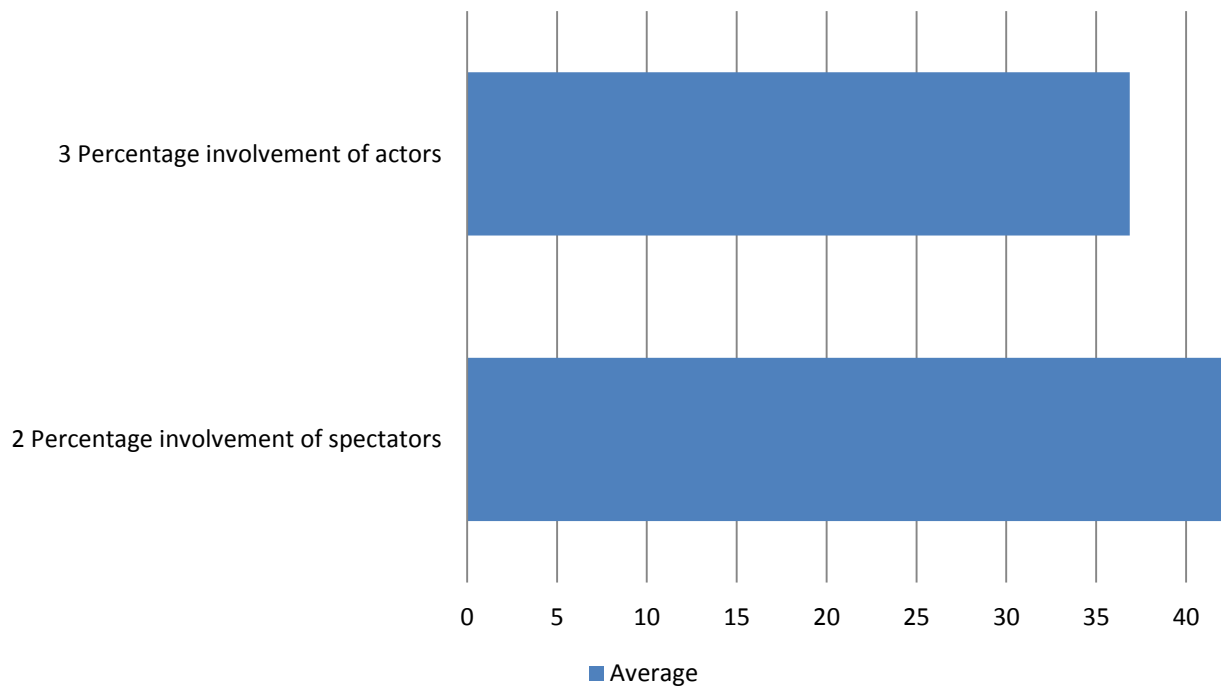
(An actor displays primarily physical involvement. Physical participation as required by the context of the activity).

Average: 37%

N=52



Average



4. Smile factor

(1=Frowns 2=Nonplussed behavior 3= Undetermined 4= Moderate smiles 5=Broad smiles.)

Average: 3.5

N=52



5. Body language

(1=Unfocused, bored 2=Somewhat focused but inconsistent 3=Undetermined 4=Focused consistently 5=Physically engaged)

Average: 3

N=52



6. Applause level

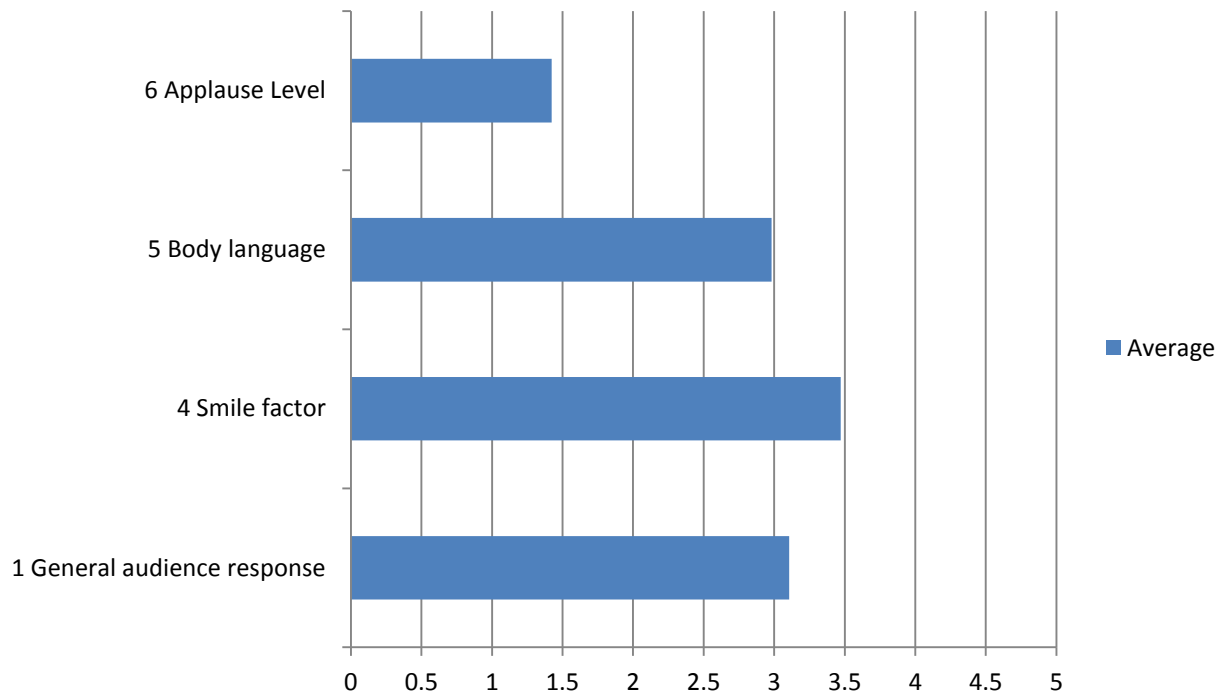
(1=No applause 2=Light applause 3=Undetermined 4=Loud applause 5=Very loud applause, cheering and sustained verbal and physical appreciation for the activity)

Average: 1.4

N=52



Observation Average



1. Description of general satisfaction of participants and specific observation of behaviors that confirmed this satisfaction.



- 2. Description of the general happiness factor of participants and specific observation of the behaviors that confirmed this observation of happiness.**



- 3. Description of additional general observations and the meanings interpreted from these observations.**





Ethno-photographic observation and analysis – Large crowd focused on Canongate Kirk.

