



## Awareness study

# European Athletics Championships Amsterdam 2016

Wave 2014

Paul Hover



**Awareness study**

**European Athletics Championships  
Amsterdam 2016**

**Wave 2014**

commissioned by Stichting EK Atletiek Amsterdam 2016

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## Key indicators

The key indicators of the second wave (2014) which are described in this report are delineated below. The results of the first wave (2013) are described as well (if applicable).

**Table 1 Key indicators 2013 and 2014**

	2013	2014	Mutation <sup>a</sup>
<b>Total awareness (aided + unaided)</b>			
Residents The Netherlands: total awareness (%)	12	13	↔
Residents Amsterdam region: total awareness (%)	15	16	↔
Members athletics federation: total awareness (%)	28	39	↑
<b>Intention to visit</b>			
Residents The Netherlands: intention to visit (%)	11	9	↔
Residents Amsterdam region: intention to visit (%)	23	17	↓
Members athletics federation: intention to visit (%)	29	33	↑
<b>Willingness to pay</b>			
Residents The Netherlands: price range roof seat (€)	–	29–43	–
Residents Amsterdam region: price range roof seat (€)	–	33–39	–
Members athletics federation: price range roof seat (€)	–	28–37	–
Residents The Netherlands: price range non-roof seat (€)	–	21–27	–
Residents Amsterdam region: price range non-roof seat (€)	–	21–27	–
Members athletics federation: price range non-roof seat (€)	–	17–24	–
<b>Following in media</b>			
Residents The Netherlands: reading about Amsterdam 2016 in media (% yes)	18	28	↑
Residents Amsterdam region: reading about Amsterdam 2016 in media (% yes)	22	30	↑
Members athletics federation: reading about Amsterdam 2016 in media (% yes)	61	69	↑
Residents The Netherlands: watching Amsterdam 2016 (% yes)	23	28	↑
Residents Amsterdam region: watching Amsterdam 2016 (% yes)	29	32	↔
Members athletics federation: watching Amsterdam 2016 (% yes)	63	74	↑

<sup>a</sup> ↑ = significant increase, ↓ = significant decrease, ↔ = no significant difference





# 1. Introduction

## 1.1 Background

### **European Athletics Championships Amsterdam 2016**

From 6 until 10 July 2016 the European Athletics Championships Amsterdam 2016 ('Amsterdam 2016') will take place in the Olympic Stadium in Amsterdam. During this elite sport event 1.300 athletes from 50 countries battle for medals in 44 disciplines. Moreover, it is expected that 2.000 media representatives and 850 team officials will visit the championships. The European Athletics Championships Amsterdam 2016 attract a large audience: previous championships reached 370 million viewers, live and via internet and television. Under the motto 'Athletics like never before' the Local Organising Committee (LOC) and the contract partners - the city of Amsterdam, the Royal Dutch Athletics Federation and European Athletics - strive to organise an outstanding sports event with a positive social impact. The organisation lived up to this motto as the qualifications of javelin and discus throw will take place at the Museumplein in the city centre. This is the first time that official parts of the championships are held on a venue outside an athletics stadium.<sup>1</sup>

The European Athletics Championships Amsterdam 2016 are one of the 'top events' which take place in The Netherlands the coming years. Other top events are for example the World Championships Beachvolleyball in The Hague and other cities (2015) and the European Championships Hockey in Amsterdam (2017).

Between 2013 and 2016 the awareness of the European Athletics Championships Amsterdam 2016 and the intention to visit the event is measured three times. This report concerns the results of the second wave of which the data were collected in 2014.<sup>2</sup> Results of the first wave are integrated in this report as well.

### **Management information**

The reason for the research project is the need of the LOC and partners to have management information in the run up to the event as it can contribute to effective event policy. The LOC and partners also use the research results for other purposes, for example to inform external stakeholders, like European Athletics.

<sup>1</sup> Demonstrations of disciplines of athletics in the public area during international athletics events are more common, for example pole vault in the Dutch city centre of Hengelo during the FKB-Games.

<sup>2</sup> The Mulier Institute reported about the first wave before:  
<http://beheer.nisb.nl/cogito/modules/uploads/docs/48121380634346.pdf>.

## 1.2 Objective and target group

### Objective

The primary objective of this study is to elicit the (development of the) level of awareness and the intention to visit the European Athletics Championships Amsterdam 2016. Besides the project is aimed at measuring the following aspects among the target groups:<sup>3</sup>

1. Motivation for the expectation of not visiting Amsterdam 2016;
2. Extent to which Dutch elite sport success in athletics is a (extra) stimulus to visit Amsterdam 2016;
3. Willingness to pay as regards tickets for Amsterdam 2016 and expected moment of purchase;
4. Expected composition of group when visiting Amsterdam 2016;
5. Level of interest for a recreational running event (10-21 kilometer) during Amsterdam 2016;
6. Expectation to follow Amsterdam 2016 in the media;
7. Degree to which (other) types of sports are followed in the media.

The aspects 2, 3, 4 and 5 were not measured in the first wave (this concerns information which was needed once).

### Target group

For this study three target groups can be distinguished:

1. Residents of The Netherlands 15 - 80 years (referred to as 'The Netherlands');
2. Residents of the Amsterdam region 15 - 80 years (referred to as 'the Amsterdam region');
3. Members Royal Dutch Athletics Federation 16 years and older (including Dutch Runners).

## 1.3 Method

Data were collected by means of an online questionnaire. Potential respondents received a personalised e-mail with an invitation to fill in the questionnaire. For the purpose of reaching the first two target groups (residents of The Netherlands and the Amsterdam region) an online panel of GfK Panel Services was used. The Royal Dutch Athletics Federation cooperated in this research project by means of sharing the database of their members. The Mulier Institute took care of a random sample from this database.

<sup>3</sup> Aspects are described briefly. When the results are presented in this report all relevant information is described.

<sup>4</sup> The Amsterdam region consists of the following municipalities: Amsterdam, Zaanstad, Haarlemmermeer, Amstelveen, Purmerend, Aalsmeer, Edam/Volendam, Uithoorn, Diemen, Waterland, Wormerland, Ouder-Amstel, Landsmeer, Oostzaan, Beemster and Zeevang.

<sup>5</sup> A Dutch Runner is a runner with a Dutch Runner membership of the Royal Dutch Athletics Federation, without a licence for participation in competitions.

In table 1.1 the sample size and response percentages are described as well as the period of data collection.<sup>6</sup>

**Table 1.1 Sample size, response percentage and period data collection wave 2013 and wave 2014**

		Wave 2013	Wave 2014
Netherlands	n	1.071	1.084
	Response(%)	71	69
Amsterdam region	n	1.026	1.036
	Response(%)	68	66
Athletics federation	n	1.444	1.539
	Response(%)	18	15
Period data collection		June 2013	November 2014

Results of the target groups 1 and 2 are representative by age, sex and level of education. Target group 3 is representative by age and sex.

## 1.4 Structure of report

The next chapter focusses on the awareness of the championships and the intention to visit the event. Chapter three focusses on the willingness to pay for a day ticket and chapter four on the intention to follow the European Athletics Championships Amsterdam 2016 in the media. Lastly, in chapter five the conclusion is described. At the beginning of this report an overview of the key indicators can be found.

If the results in a table or figure relate to a proportion of the sample (not the whole sample) the sample size (n) is mentioned in the table or figure.

The key results of the 2013 and 2014 waves (about awareness, intention to visit and following in the media) are tested for significance. In the case of significantly different results the result of 2014 is marked with a small star (\*).<sup>7</sup>

<sup>6</sup> The level of response among the members of the athletics federation is significantly lower than among the other two target groups. This is influenced by the fact that the residents of The Netherlands and the Amsterdam region are member of a representative research panel. For a result, this are people who hold a relatively positive attitude towards participating in a research project. In the case of the members of the athletics federation this pre selection is absent. However, the response percentage among members of the athletics federation meets expectations, based on other sport related research projects of the Mulier Institute.

<sup>7</sup> Results form a sample are not 100 per cent accurate. The margin around the results depends on the number of respondents and the level of uniformity of their answers. For significance tests a p-value of 0,05 was used.



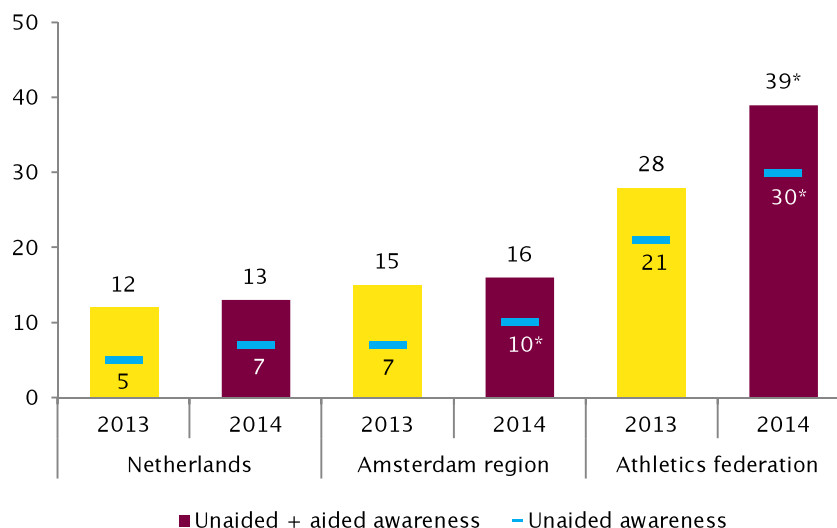
## 2. Awareness and intention to visit

Two subjects are central in this chapter. Firstly, the unaided and aided awareness of Amsterdam 2016. Secondly, the intention to visit the championships. How do the results regarding awareness and intention to visit the European Athletics Championships Amsterdam 2016 in 2014 relate to the results in 2013?

### 2.1 Awareness

The awareness as regards the European Athletics Championships Amsterdam 2016 is characterised by an upward trend: the unaided as well as the aided awareness increased among the national population, the residents of the Amsterdam region and among the members of the athletics federation.<sup>8</sup> In 2014 the total awareness among the three groups is respectively thirteen percent (12% in 2013), sixteen percent (15% in 2013) and 39 percent (was 28%) (figure 2.1).

**Figure 2.1 Unaided and aided awareness European Athletics Championships Amsterdam 2016 in 2013 and 2014, in percentages**



The awareness of the European Athletics Championships Amsterdam 2016 is twice as high among members of the athletics federation who participate in athletics (excluding running) (64%) than among the part of the members which participates (mainly) in running (32%) (not in figure). This is similar to 2013. This offers opportunities as the group of members which predominantly runs are part of the

<sup>8</sup> The unaided awareness is measured with the following (open ended) question: 'Can you mention one or more major international sports events which take place in Amsterdam in 2016?'. When 'European Championships' and 'athletics' is answered there is unaided awareness. The aided awareness is measured with this question: 'Did you know that the European Athletics Championships Amsterdam 2016 take place in 2016 in the Olympic Stadium in Amsterdam?'. Respondents who answered 'yes' are indicated as persons who are (aided) aware of the event.

athletics family and can be reached relatively easy in cooperation with the national athletics federation.<sup>9</sup>

The awareness of the European Athletics Championships Amsterdam 2016 among youth (30 years or younger) decreased in The Netherlands (20%-14%), while it stabilised or increased among the older age groups (table 2.1). In the case of the members of the athletics federation the awareness increased among the youngest age group (41%-60%).

**Table 2.1 Unaided and aided awareness European Athletics Championships Amsterdam 2016 in 2013 and 2014, in percentages**

	Netherlands		Amsterdam region		Athletics federation	
	2013	2014	2013	2014	2013	2014
Man	14	15	19	20	35	44
Woman	11	11	12	13	21	35
<30 yr	20	14	19	18	41	60
31-45 yr	10	14	16	17	22	33
46-65 yr	10	10	10	16	26	35
>65 yr	8	14	14	13	43	43
Non-participant	7	8	11	12		
Runner	29	20	25	27	23	35
Other sports <sup>a</sup>	13	15	16	17	53	56

<sup>a</sup> In the case of the athletics federation this concerns practitioners of athletics (excl. running)

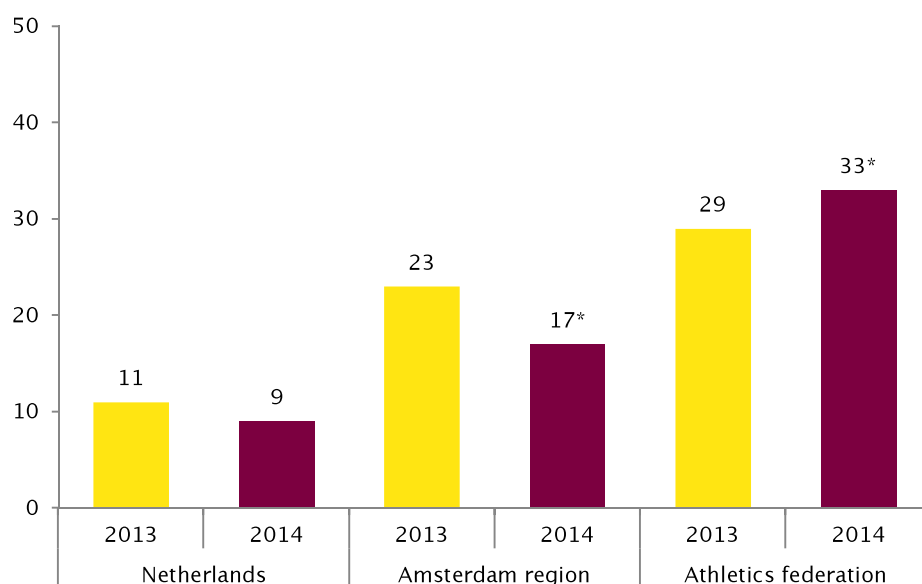
## 2.2 Intention to visit

Between 2013 and 2014 the intention to visit the European Athletics Championships Amsterdam 2016 decreased among the national population from eleven to nine percent, but this is not a significant decrease (figure 2.2).<sup>10</sup> However, the drop in the intention to visit the European Athletics Championships Amsterdam 2016 among the residents of the Amsterdam region (from 23% to 17%) is significant. On the other hand there is a significant increase of this intention among the members of the athletics federation. Approximately one third of the members of the federation holds a positive attitude towards visiting Amsterdam 2016 (29% in 2013).

<sup>9</sup> The proportion of the sample which participates in athletics among the residents of The Netherlands and the Amsterdam region is too small for a similar analysis.

<sup>10</sup> The intention to attend the event is measured with the following question: "The European Athletics Championships 2016 will take place in Amsterdam's Olympic Stadium from 6 to July 10 and will have a spectacular program. How likely is it that you will be attending the event?" Respondents could indicate the likelihood on a scale of 1 (very unlikely) to 10 (very likely). Those who gave a value of 6 or higher are considered a group who favour a visit to the event (the interested group), the rest is considered not interested. The results offer a rough indication, because the decision on attending depends on numerous factors, not in the last place the event program and the price of a ticket.

**Figure 2.2 Intention to visit the European Athletics Championships Amsterdam 2016 in 2013 and 2014, in percentages**



Similar to the level of awareness, the proportion with the intention to visit the European Athletics Championships Amsterdam 2016 is higher among the members of the federation who participate in athletics (excluding running) (61%) than among the part of the members who participate (mainly) in running (24%) (not in figure).

Remarkable is that among the national population with the intention to visit the European Athletics Championships Amsterdam 2016 the proportion runners dropped between 2013 and 2014 (24%-16%) (table 2.2). Furthermore, among the residents of the Amsterdam region there is a noticeable decrease among participants in sports (excluding runners) (43%-17%). Moreover, noteworthy is the increased intention to visit the European Athletics Championships Amsterdam 2016 among the young members of the athletics federation (47%-61%).

**Table 2.2 Intention to visit the European Athletics Championships Amsterdam 2016 in 2013 and 2014, in percentages**

	Netherlands		Amsterdam region		Athletics federation	
	2013	2014	2013	2014	2013	2014
Man	16	10	29	22	38	36
Woman	6	7	17	12	21	30
<30 yr	18	13	38	24	47	61
31-45 yr	9	10	20	15	23	29
46-65 yr	9	6	15	16	27	26
>65 yr	9	4	16	6	27	28
Non-participant	8	5	19	9		
Runner	24	16	33	35	24	29
Other sports	11	9	43	17	55	48

<sup>a</sup> In the case of the athletics federation this concerns practitioners of athletics (excl. running)

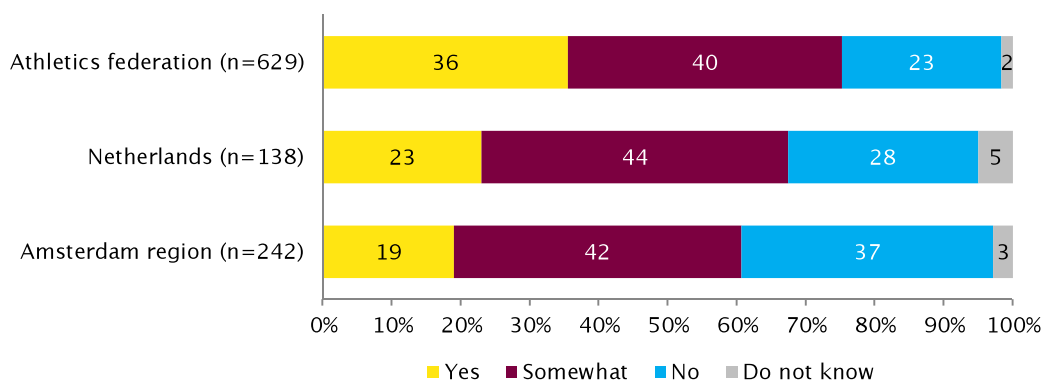
The residents of the country and of the Amsterdam region who do not have the intention to visit the European Athletics Championships Amsterdam 2016 point out that they are not interested in athletics (correspondingly 75% and 80%). Among the members of the athletics federation who do not show an interest in visiting the championships this proportion is substantially lower. Nevertheless this is also for this group the argument which was most referred to. Other reasons for the limited degree of interest of this group are 'can not combine a visit with work/family' (24%), 'I think a ticket is going to be too expensive' (22%) and 'Too far to travel' (17%). These reasons are comparable with 2013.

### Effect Dutch elite sport success on intention to visit

During the Zurich 2014 European Athletics Championships in stadium Letzigrund Dutch athletes, including Dafne Schippers, Sifan Hassan and Nadine Broersen, performed outstandingly. Those successes can create expectations for the Dutch performances during the European Athletics Championships Amsterdam 2016 in 2016. To which extent do these elite sport successes in 2014 (not) influence the intention to visit the European Athletics Championships Amsterdam 2016 in Amsterdam? This analysis focusses on the proportion of the target group which holds a positive attitude towards visiting Amsterdam 2016.<sup>11</sup>

More than one third of the members of the athletics federation who hold a positive attitude against visiting the European Athletics Championships Amsterdam 2016 (36%) are extra stimulated to visit the event. Among the residents of The Netherlands and the Amsterdam region these proportions are respectively 23 and 19 percent (figure 2.3).

**Figure 2.3 Extra stimulated to visit the European Athletics Championships Amsterdam 2016 as a result of recent Dutch elite sport successes, respondents who hold a positive attitude against visiting Amsterdam 2016, in percentages**



<sup>11</sup> In the specific question is explicitly referred to the successes of Dafne Schippers, Sifan Hassan and Nadine Broersen. The group which holds a positive attitude towards visiting the event are respondents who gave a value of 6 or higher (the likelihood as regards visiting the event was measured on a scale of 1 (very unlikely) to 10 (very likely)).



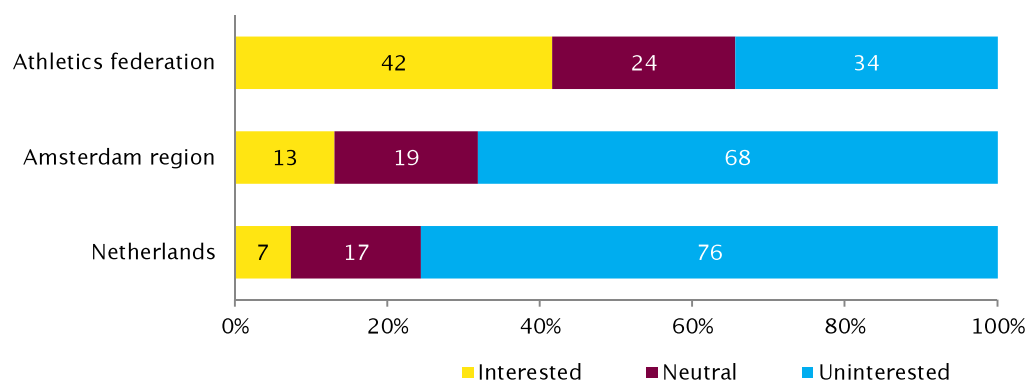
### Effect UEFA EURO 2016 on intention to visit

The European Athletics Championships Amsterdam 2016 take place at the same time as the apotheosis of UEFA EURO 2016, the European Championships soccer.<sup>12</sup> For more than eight out of ten residents of The Netherlands (82%) the intention to visit the European Athletics Championships Amsterdam 2016 is not influenced by the fact that these two events overlap in time. Ten per cent of this group argues that the intention to visit the European Athletics Championships Amsterdam 2016 is lowered as a result of the organisation of UEFA EURO 2016. As for the residents of the Amsterdam region and the members of the athletics federation the same picture arises. There are hardly any differences between 2013 and 2014.

### Interest in participation recreational running event

The LOC considers to organise a (recreational) running event with distances from 10 to 21 kilometer during the European Athletics Championships Amsterdam 2016. More than four out of ten members of the athletics federation (42%) show interest in participation in this event (figure 2.4). The level of interest among the residents of the Amsterdam region (13%) and the residents of The Netherlands (7%) is substantially lower. When this level of interest of the national population (15-80 years) regarding participation in the running event is put in numbers, this results in 938.000 individuals. A fraction of this interested group will actually participate in the recreational event.

**Figure 2.4 Level of interest in (recreational) running event with distances from 10 to 21 kilometer during the European Athletics Championships Amsterdam 2016, in percentages**



## 2.3 Profile interested group

What is the profile of the group of people which is interested in visiting the European Athletics Championships Amsterdam 2016?<sup>13</sup> And to which extent is this profile of 2014 different from the 2013-

<sup>12</sup> UEFA EURO2016 takes place in France from 10 June – 10 July 2016. The European Athletics Championships Amsterdam 2016 from 6 – 10 July 2016.

<sup>13</sup> This concerns respondents who indicated the likelihood regarding visiting the European Athletics Championships Amsterdam 2016 with a value of 5 or higher (on a scale of 1 (very unlikely) to 10 (very likely)).

profile? Perhaps most noticeable is that between 2013 and 2014 the male/female ratio became more balanced among the residents of The Netherlands and the members of the athletics federation. In The Netherlands in 2014 58 percent of those interested is male (71% in 2013) and among members of the athletics federation 50 percent (65% in 2013) (table 2.3). It can not be ruled out that the elite sport performances of the female Dutch athletes in 2014 contributed to the more equal distribution of the sexes among the group who shows interest in visiting the European Athletics Championships Amsterdam 2016 in 2016 (see also the previous paragraph), however empirical evidence is lacking.<sup>14</sup>

**Table 2.3 Profile of those interested in visiting the European Athletics Championships Amsterdam 2016 based on personal characteristics and sport behaviour, in percentages**

	Netherlands		Amsterdam region		Athletics federation	
	2013 (n=117)	2014 (n=88)	2013 (n=199)	2014 (n=162)	2013 (n=425)	2014 (n=487)
Man	71	58	63	65	65	50
Woman	29	42	37	35	35	50
<30 yr	38	37	44	38	28	30
31-45 yr	26	35	28	30	24	27
46-65 yr	24	22	21	27	42	37
>65 yr	11	6	7	5	6	5
Education low	35	36	34	26	10	5
Education middle	39	34	33	40	24	24
Education high	26	30	33	34	66	71
Non-participant	23	27	18	23	5	4
Other sports	44	43	49	42	24	27
Runner	33	30	33	34	71	69

### Profile of those interested based on sport media consumption

Besides a description of those interested based on personal characteristics and sport behaviour (see above) it is interesting to illustrate this group based on sport media consumption as well. Which types of sport follows the interested group in the media? The proportion of persons which follows athletics in the media increased among all three target groups. These percentages for the national population, for the residents of the Amsterdam region and for the members of the athletics federation are correspondingly 52, 42 and 91 per cent (table 2.4). Also the followers of soccer, ice skating and running in the media are represented well.

<sup>14</sup> Of course there was also succes among the Dutch male athletes. For example, Eelco Sintnicolaas became European Champion indoor decathlon in March 2013 in Göteborg.

**Table 2.4 Profile of those interestd in visiting the European Athletics Championships Amsterdam 2016 based on sport media consumption, in percentages**

	Netherlands		Amsterdam region		Athletics federation	
	2013 (n=117)	2014 (n=88)	2013 (n=199)	2014 (n=162)	2013 (n=425)	2014 (n=487)
Following athletics	36	52	35	42	86	91
Following car sports, formula 1	27	11	15	17	10	9
Following badminton	2	2	0	2	1	1
Following basketball	9	5	6	7	5	1
Following golf	7	3	3	4	2	2
Following gymnastics	10	9	10	10	9	13
Following handball	2	1	3	1	2	2
Following running	18	12	13	11	56	51
Following hockey	12	14	11	15	9	10
Following baseball	5	4	3	5	3	1
Following equestrian sport	10	6	6	4	2	4
Following ice skating	48	48	36	52	55	62
Following skiing etc.	5	3	6	7	7	9
Following tafeltennis	1	2	2		0	0
Following tennis	21	23	40	29	21	15
Following soccer	64	65	64	69	58	56
Following volleyball	5	5	5	5	4	4
Following cycling etc.	36	23	26	29	49	51
Following swimming	22	18	25	13	14	14
Following other sport(s)	8	9	11	10	7	7
I do not/seldom follow sports	4	10	8	8	2	2

### Composition of group

Those interested in visiting the European Athletics Championships Amsterdam 2016 among the residents of The Netherlands, of the Amsterdam region and of the members of the athletics federation expect to visit the event in particular together with partner of husband/wife (respectively 44%, 38%, 47%) or with friends or acquaintances (successively 37%, 41%, 34%) (table 2.5). Children are significantly less well represented. Additionally, it is interesting to notice that over one third of the interested members of the athletics federation (35%) indicate that they plan to visit the European Athletics Championships Amsterdam 2016 in a (sports) club context.

**Table 2.5 Expected composition of group, respondents who have the intention to visit Amsterdam 2016, in percentages**

	Netherlands (n=138)	Amsterdam region (n=242)	Athletics federation (n=629)
Alone	7	10	4
With partner or husband/wife	44	38	47
With children	18	23	29
With other family members	13	17	12
With friends or acquaintances	37	41	34
With school	1	1	
With company or colleagues	2	4	3
With (sports) club	3	1	35
Other	2	3	4

## 2.4 Conclusion

The awareness of the European Athletics Championships Amsterdam 2016 increased among the national population, the residents of the Amsterdam region and among the members of the athletics federation. Only the increase among the members of the athletics federation is statistically significant. In 2014 the awareness among the national population is 13 per cent (12% in 2013), among the residents of the Amsterdam region 16 per cent (15% in 2013) and 39 per cent among the members of the athletics federation (was 28%).

The intention to visit the European Athletics Championships Amsterdam 2016 decreased among the residents of The Netherlands and among the residents of the Amsterdam region to respectively nine and seventeen per cent (11%-23% in 2013). Only the decrease among the inhabitants of the Dutch capital is statistically significant. On the other hand there is a statistically significant increase of the intention to visit the championships among the members of the athletics federation: one third of these members holds a positive attitude towards visiting the European Athletics Championships Amsterdam 2016 (29% in 2013).

Remarkable about the development of the profile of those interested in visiting the European Athletics Championships Amsterdam 2016 is that the male/female ratio has become more balanced among the residents of The Netherlands and the members of the athletics federation. In The Netherlands in 2014 58 percent of those interested is male (71% in 2013) and among members of the athletics federation 50 percent (65% in 2013).

### 3. Willingness to pay

This chapter is aimed at estimating the price potential visitors of the European Athletics Championships Amsterdam 2016 are willing to pay for a day ticket. There are two types of day tickets: day tickets for a roof seat at the long side of the stadium and day tickets for a non-roof seat on the short side (in corners). The results of these calculations are indications for the willingness to pay of potential visitors and are one of the aspects which can be taken into account during the decision making process regarding the ticketing pricing strategy.

#### 3.1 Method

Generally speaking, the price of a product is an important criterium in the decision making process of consumers. Obviously, this is also the case for the decision making process as regards day tickets for Amsterdam 2016. For the purpose of delivering a contribution to the development of a ticketing pricing strategy of the LOC it is estimated which price the three target groups are willing to pay for a day ticket.<sup>15</sup> There are two types of day tickets: day tickets for a roof seat at the long side of the stadium and day tickets for a non-roof seat at the short side (corners).

Based on the price one person is willing to pay for one day ticket the LOC can deduce a possible appropriate price for a passepartout (ticket for more than one day) an/or for group tickets. The results of the calculations are indications for the willingness to pay of potential visitors and are one of the aspects which can be taken into account during the decision making process regarding the ticketing pricing strategy. Other possible aspects which could be taken into account are budgeted income from ticketing and experiences during other championships, like in Zürich in 2014.<sup>16</sup>

The method which is applied is known as Van Westendorp's price sensitivity meter. Characteristic for this approach are four questions with pre coded answering pricing levels. The questions are:

- At what price would you consider a day ticket for one person for {type of seat}...
  - ... a great buy for the money? (cheap)
  - ... so low that you feel the quality could not be good? (too cheap)
  - ... starting to get expensive? (expensive)
  - ... so expensive that you would not consider buying it? (too expensive)

<sup>15</sup> The event is described in the questionnaire as follows. The European Championships Athletics Amsterdam 2016 take place in the Olympic Stadium from 6 – 10 July. During one day there are at least twenty different disciplines of athletics. Besides the athletics competition there is a wide range of entertainment and activities for children in and around the stadium. Moreover, the matches of EURO2016 (European Championships soccer) will be broadcasted on large screens. As a result, enjoying elite performances of athletes can go hand in hand with experiencing the European Championships soccer.

<sup>16</sup> Generally speaking, it is challenging to get a grip on the price potential consumers are willing to pay for a product, especially if the day of purchase is not the day of tomorrow. As with any method, also for this approach aspects should be kept in mind. Respondents can answer strategically (e.g. mention a price which is lower than the 'real price' they are willing to pay) and also the description of the product (visiting the event for a day) can influence the answer of respondents. Moreover, the way of data collection can influence answers (anonymously or not).

Insight in the willingness to pay occurs by putting the answers of these questions in cumulative percentages, plotting them in a chart and elicit the intersection points of the four lines. The relevant aspects are, briefly put:

- Point of Marginal Cheapness (PMC): intersection too cheap/expensive;
- Optimal price point (OPP): intersection too cheap/too expensive;
- Indifference price point (IPP): intersection cheap/expensive;
- Point of Marginal Expensiveness (PME): intersection cheap/too expensive;
- Acceptable price range: PMC-PME;
- Cheap segment: PMC-OPP;
- Expensive segment: IPP-PME.

For additional information about Van Westendorp's price sensitivity meter, see appendix 1.

## 3.2 Roof seat on long side

The acceptable price range for a roof seat on the long side of the stadium for inhabitants of The Netherlands, of the Amsterdam region and of the members of the athletics federation is respectively 29-43 euro, 33-39 euro and 28-37 euro (table 3.1). The optimal price point, one indicator for the price of a day ticket, for these three groups is, in that order, 30, 34 and 29 euro.

**Table 3.1 Indicators pricing day ticket for roof seat on long side, in euro's**

	Netherlands (n=138)	Amsterdam region (n=242)	Athletics federation (n=629)
Point of Marginal Cheapness (PMC)	29	33	28
<b>Optimal price point (OPP)</b>	<b>30</b>	<b>34</b>	<b>29</b>
<b>Indifference price point (IPP)</b>	<b>42</b>	<b>38</b>	<b>34</b>
Point of Marginal Expensiveness (PME)	43	39	37
<b>Acceptable price range (PMC-PME)</b>	<b>29-43</b>	<b>33-39</b>	<b>28-37</b>
Cheap segment (PMC-OPP)	29-30	33-34	28-29
Expensive segment (IPP-PME)	42-43	38-39	34-37

The varying results for the three target groups suggest that it is worth to consider a differential pricing strategy (price of a ticket depends on target group). An example is to offer a discount for (groups of) members of athletics clubs.

## 3.3 Non-roof seat on short side

At first glance a non-roof seat on the short side is of lesser quality than a roof seat on the long side. But is this also how potential visitors perceive it and what are the differences - if any - between the three target groups?

The acceptable price range for a non-roof seat on the short side of the stadium for inhabitants of The Netherlands, of the Amsterdam region and of the members of the athletics federation is respectively 21-27 euro, 21-27 euro and 17-24 euro (table 3.2). The optimal price point for these three groups is respectively 22, 23 and 19 euro.

**Table 3.2 Indicators pricing day ticket for non-roof seat on short side, in euro's**

	Netherland (n=138)	Amsterdam region (n=242)	Athletics federation (n=629)
Point of Marginal Cheapness (PMC)	21	21	17
<b>Optimal price point (OPP)</b>	<b>22</b>	<b>23</b>	<b>19</b>
<b>Indifference price point (IPP)</b>	<b>25</b>	<b>24</b>	<b>22</b>
Point of Marginal Expensiveness (PME)	27	27	24
<b>Acceptable price range (PMC-PME)</b>	<b>21-27</b>	<b>21-27</b>	<b>17-24</b>
Cheap segment (PMC-OPP)	21-22	21-23	17-19
Expensive segment (IPP-PME)	25-27	24-27	22-24

In line with the results in the previous paragraph, also for a non-roofed seat on the short side the members of the athletics federation are willing to spend less for a day ticket than the other two groups. The reason for this is not clear. It is thinkable that this group is relatively familiar with visiting athletics and running events without having to pay for it. Many running events, like city marathons and cross-country runs, take place in public areas where a visit is for free. Moreover, it is possible that members of the athletics federation perceive a visit to the European Athletics Championships Amsterdam 2016 in Amsterdam as 'less exclusive' in the sense that they are more experienced in visiting running and athletics events. As a result, they might value a visit worth less - also in terms of euro's - compared to the other two groups.

### Expected moment of purchase

Approximately a quarter of the interested residents of The Netherlands and of the Amsterdam region (respectively 25%, 27%) expect to buy tickets for the European Athletics Championships Amsterdam 2016 - both roof and non-roof seats - a couple of days before the start of the championships (table 3.3). Members of the athletics federation are planning to do that earlier: ten per cent of them expects to buy tickets some days before the event. A substantial part of the interested group does not know yet when they are going to buy tickets (22% among residents of The Netherlands and the Amsterdam region, 16% among members of the federation).

**Table 3.3 Expected moment of purchase tickets, respondents who have the intention to visit Amsterdam 2016, in percentages**

	Netherlands (n=138)	Amsterdam region (n=242)	Athletics federation (n=629)
A couple of days before the event	25	27	10
A couple of weeks before the event	28	30	40
A couple of months before the event	17	18	27
Half a year to a year before the event	6	3	5
More than a year before the event	2	1	1
I do not know yet	22	22	16

## 3.4 Conclusion

The acceptable price range for a roof seat on the long side of the stadium for inhabitants of The Netherlands, of the Amsterdam region and of the members of the athletics federation is respectively 29-43 euro, 33-39 euro and 28-37 euro. The suitable price range for a non-roof seat on the short side of the stadium for inhabitants of The Netherlands, of the Amsterdam region and of the members of the athletics federation is respectively 21-27 euro, 21-27 euro and 17-24 euro. The results suggest that it is

worth to consider a differential pricing strategy, for example offering a discount for members of athletics clubs.



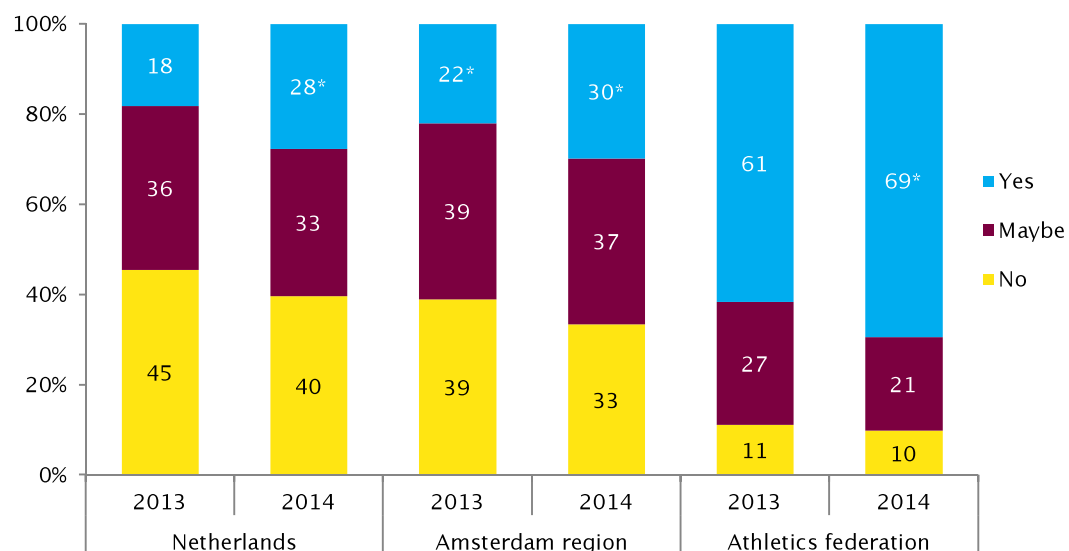
## 4. Following in media

If one wants to follow the European Athletics Championships Amsterdam 2016 is not a prerequisite to visit the Olympic stadium. Media like television, internet, radio and social media offer opportunities to experience the championships too, although the experience is, of course, not the same as live involvement. In this fourth chapter answers are given on the questions how many people in The Netherlands have the intention to read about the event in the media and what the possible reach of the television and internet could be.

### 4.1 Reading

The intention to read about the European Athletics Championships Amsterdam 2016 in newspapers, in magazines or on the internet increased significantly among all three target groups. In 2014 28 per cent of the national population (18% in 2013), 30 per cent of the residents of the Amsterdam region (22% in 2013) and 69 per cent of the members of the athletics federation (61% in 2013) expect to read about the championships in the media (figure 4.1).

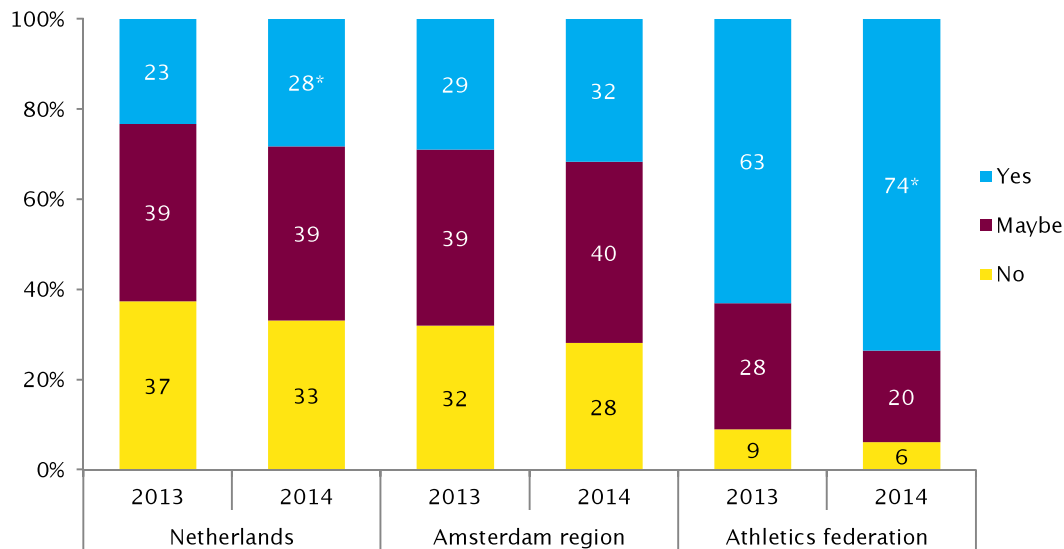
**Figure 4.1 Expectation to read about the European Athletics Championships Amsterdam 2016 in newspapers, in magazines or on the internet (e.g. social media), in percentages**



### 4.2 Watching

Not only the proportion of the three target groups that expects to read about the European Athletics Championships Amsterdam 2016 increased between 2013 and 2014. This is also the case for watching the event on television or via internet (e.g. smartphone, tablet). In 2014 28 per cent of the residents of The Netherlands (23% in 2013), 32 per cent of the residents of the Amsterdam region (29% in 2013) and 74 per cent of the members of the athletics federation (63% in 2013) expect that they are going to watch the championships in Amsterdam (figure 4.2). The increase registered in the Amsterdam region is not significant, the increases for the other two groups are.

**Figure 4.2 Expectation to watch the European Athletics Championships Amsterdam 2016 on television or via internet, in percentages**

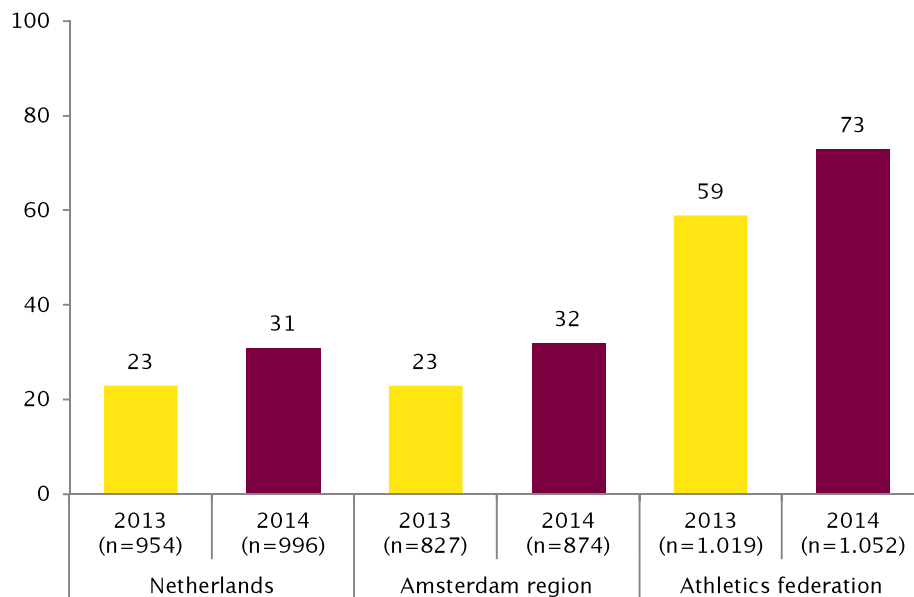


### 4.3 Following by non-visitors

Based on the aspiration to reach a Dutch audience with the European Athletics Championships Amsterdam 2016 which is as large as possible it is interesting to ascertain to which extent the group of people which is not interested in visiting the championships does have the intention to follow the event in the media (watching and/or reading).

Each proportion of the three target groups which is not interested in actually visiting the championships but does have the intention to follow it in the media increased between 2013 and 2014. In 2014 31 per cent of the residents of The Netherlands who do not have the intention to visit the championships declare that they expect to follow it via the media (23% in 2013) (figure 4.3). In the case of inhabitants of the Amsterdam region and the members of the athletics federation that is respectively 32 per cent (23% in 2013) and 73 per cent (59% in 2013).

**Figure 4.3 Expectation to follow the European Athletics Championships Amsterdam 2016 via the media (reading and/or watching) by non-visitors, in percentages**



## 4.4 Conclusion

In 2014 28 per cent of the national population (18% in 2013), 30 per cent of the residents of the Amsterdam region (22% in 2013) and 69 per cent of the members of the athletics federation (61% in 2013) expect to read about the championships in the media. This are all statistically significant increases.

Similarly the proportion of the three target groups that expects to read about the European Athletics Championships Amsterdam 2016 increased. In 2014 28 per cent of the residents of The Netherlands (23% in 2013), 32 per cent of the residents of the Amsterdam region (29% in 2013) and 74 per cent of the members of the athletics federation (63% in 2013) expect that they are going to watch the championships in Amsterdam. The increase registered in the Amsterdam region is not significant, the increases for the other two groups are.

In 2014 31 per cent of the residents of The Netherlands who do not have the intention to visit the championships declare that they expect to follow it via the media (23% in 2013). As regards inhabitants of the Amsterdam region and the members of the athletics federation that is respectively 32 per cent (23% in 2013) and 73 per cent (59% in 2013).



## 5. Conclusion

From 6 until 10 July 2016 the European Championships Athletics 2016 will take place in the Olympic Stadium. The preparations for the championships in Amsterdam started months ago and with the flag handover from the organisation of the championships in Zürich (2014) to the organisation in Amsterdam in August last year the preparations for the event in 2016 arrived in a new phase.

In the run up to the championships the awareness of the European Athletics Championships Amsterdam 2016 and the intention to visit the event is measured three times among three target groups. This concerns the residents of The Netherlands, the residents of the Amsterdam region and the members of the Dutch athletics federation. This report concerns the results of the second wave of which the data were collected in 2014. Results of the first wave are integrated in this report as well.

Between 2013 and 2014 the total awareness of the European Athletics Championships Amsterdam 2016 (unaided + aided) increased significantly among the members of the athletics federation from 28 to 39 per cent. The awareness among the national population and the members of the athletics federation in 2014 is not significantly different from 2013.

As regards the intention to visit the event the picture is twofold. The intention to visit the European Athletics Championships Amsterdam 2016 decreased among the residents of The Netherlands and among the residents of the Amsterdam region to respectively nine and seventeen per cent (11%-23% in 2013). Though, only the decrease among the inhabitants of the Dutch capital is statistically significant. On the other hand there is a significant increase of the intention to visit the championships among the members of the athletics federation: one third of these members holds a positive attitude towards visiting the European Athletics Championships Amsterdam 2016 (29% in 2013). Remarkable about the development of the profile of those interested in visiting the European Athletics Championships Amsterdam 2016 is that the male/female ratio became more balanced among the residents of The Netherlands and the members of the athletics federation.

It is challenging to get a grip on the price potential consumers are willing to pay for a day ticket for the European Athletics Championships Amsterdam 2016. Yet, this study provides indications for this willingness to pay which can be taken into account during the decision making process of the LOC regarding the ticketing pricing strategy. The price range for a roof seat on the long side of the stadium for inhabitants of The Netherlands, of the Amsterdam region and of the members of the athletics federation is correspondingly 29-43 euro, 33-39 euro and 28-37 euro. The appropriate price range for a non-roof seat on the short side of the stadium is roughly ten euro's cheaper.

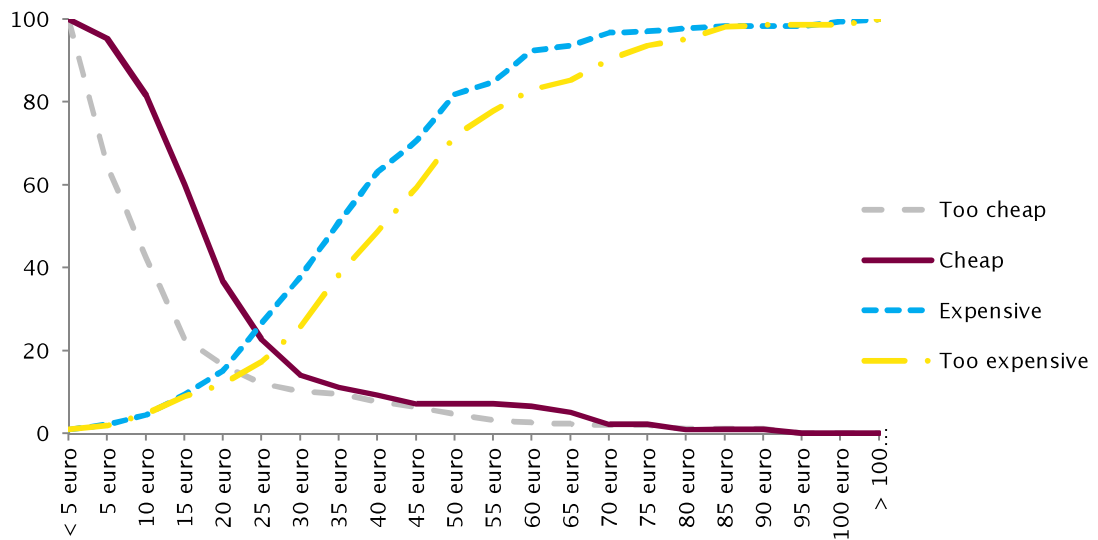
The intention to read about the European Athletics Championships Amsterdam 2016 in newspapers, in magazines or on the internet increased significantly among all target groups. In 2014 28 per cent of the national population, 30 per cent of the residents of the Amsterdam region and 69 per cent of the members of the athletics federation expect to read about the championships in the media. The proportion of the residents of the Amsterdam region in 2014 is comparable with the level of interest in 2013 (32% in 2014). There is a significant increase of interest to watch the championships among residents of The Netherlands (23%-28%) and among members of the athletics federation (63%-74%).



## Appendix 1 Van Westendorp's price sensitivity meter

Example of a graph in which the cumulative percentages of the answers on the four question are plotted:

**Figure b1 Cumulative percentages pricing levels for a non-roof seat on the short side, residents of the Amsterdam region, in percentages (cumulative)**



For the purpose of this study the calculation of which the results are visualised above is done six times (three target groups, two types of day tickets). Only the results of one of these calculations is pictured since the differences between the calculations are not very large (see chapter 3) and as a result the graphs look, at first glance, similar.



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