

European Athletics Championships Amsterdam 2016

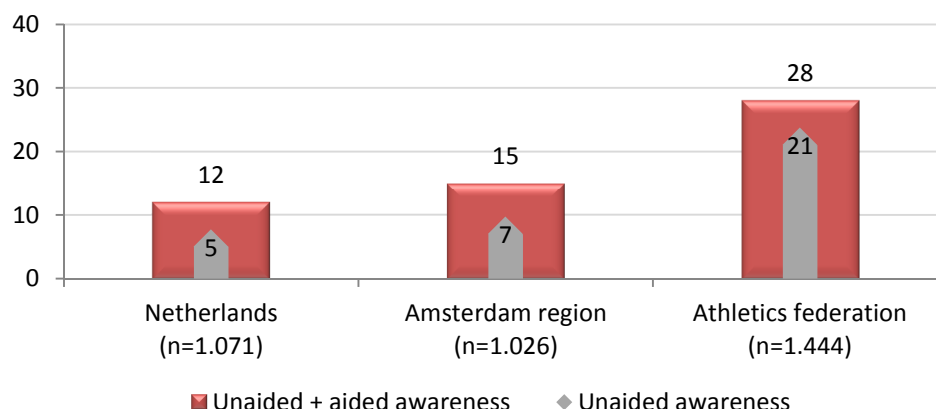
The European Athletics Championships 2016 will take place in the Olympic Stadium in Amsterdam from 5-10 July 2016. The capital of The Netherlands will welcome 1,300 athletes and 850 team officials from 50 different countries. Under the motto 'Athletics like never before' the Local Organising Committee (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.

From 2013 until 2016 the awareness of the event will be measured annually among three target groups. This concerns the population of The Netherlands, the population of the Amsterdam region¹ and the members of the Royal Dutch Athletics Federation. In addition to the awareness of the event, other aspects are measured too. The results of this study serve as management information for the LOC and their partners. This fact sheet concerns the first study, in 2013.²

Awareness

The total awareness of the EC Athletics Amsterdam 2016 (unaided + aided)³ among the Dutch population, the population of the Amsterdam region and the members of the national athletics federation is respectively 12, 15 en 28 per cent (figure 1). The awareness among runners in the Dutch population (29%) is four times higher than among non-athletes in The Netherlands (7%), and more than twice as high as among people who practice sports other than running (13%). In the Amsterdam region a similar picture arises. However, in this region the results between the three described groups are smaller.

Figure 1. Unaided and aided awareness EC Athletics Amsterdam 2016, in %



¹ The Amsterdam region includes the municipalities of Amsterdam, Zaanstad, Haarlemmermeer, Amstelveen, Purmerend, Aalsmeer, Edam/Volendam, Uithoorn, Diemen, Waterland, Wormerland, Ouder-Amstel, Landsmeer, Oostzaan, Beemster and Zeevang.

² At the time of this study, the communication campaign of the LOC and their partners has not been started up yet.

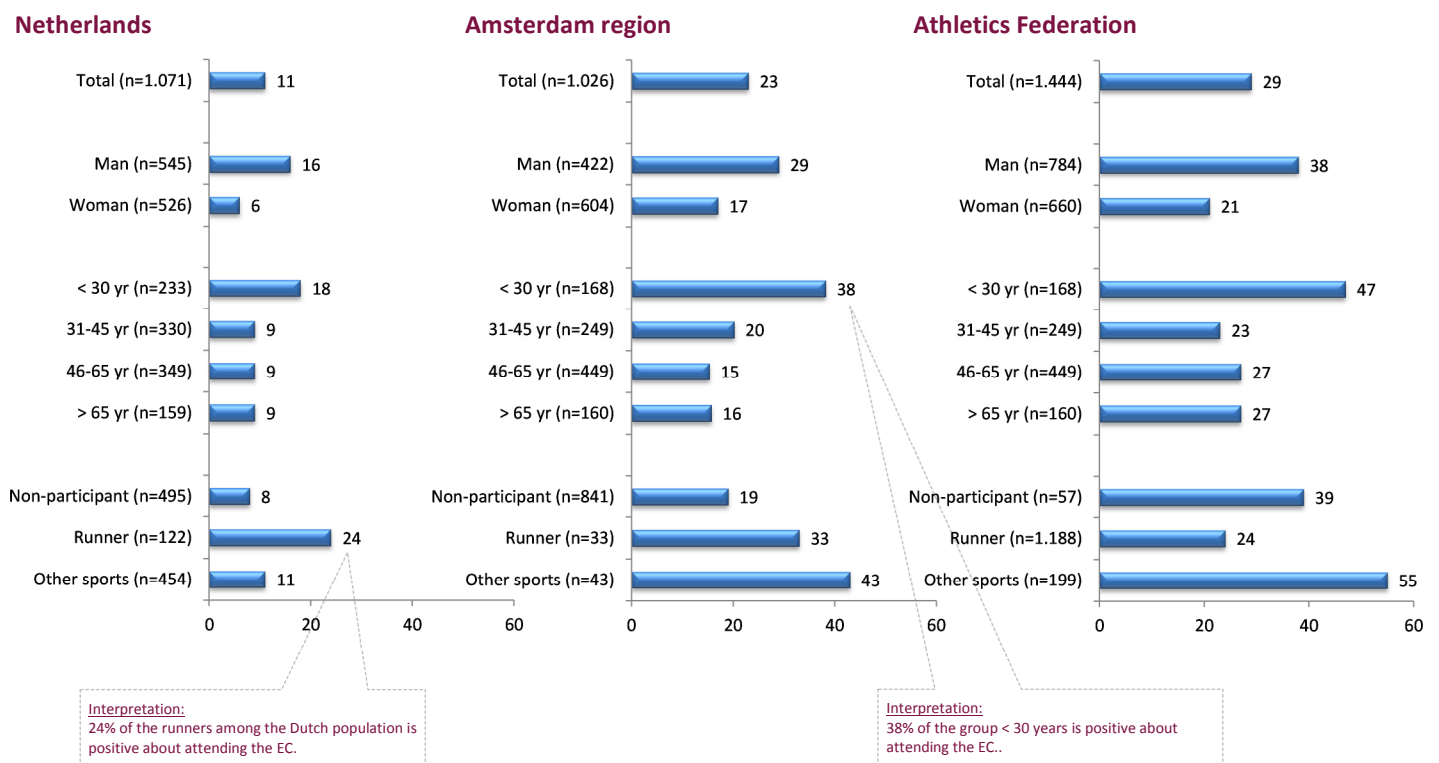
³ The unaided awareness is measured with the following (open ended) question: 'Can you mention one or more major international sports events which take place in Amsterdam in 2016?'. When 'EC' and 'athletics' is answered there is unaided awareness. The aided awareness is measured with this question: 'Did you know that the EC Athletics take place in 2016 in the Olympic Stadium in Amsterdam?'. Respondents who answered 'yes' are indicated as persons who are (aided) aware of the EC.



Visits

More than one out of ten inhabitants of The Netherlands (11%) is positive about attending the EC (figure 2).⁴ Among men (16%) the intention to attend the event is more than twice as high as among women (6%). Moreover, the intention to attend the EC among people under 30 (18%) is twice as high as among the older group (9%). Nearly a quarter of the runners in The Netherlands is interested in attending the championships. People who practice other sports than running (11%) and non-athletes (8%) show less intention to attend the EC.⁵ Approximately a quarter of the inhabitants of the Amsterdam Region (23%) is positive about attending the EC. Consistent with the national results, the inhabitants of the Amsterdam region under 30 show more interest in attending the EC (38%) than older people. Almost three out of ten members of the athletics federation (29%) are interested in attending the EC. As for this group it has also been found that members who are under 30 show more interest in attending the EC (47%) than the older members. The level of education does not correlate with the visitor's intention in any of the three groups.

Figure 2. Intention to visit EC Athletics Amsterdam 2016 , in %



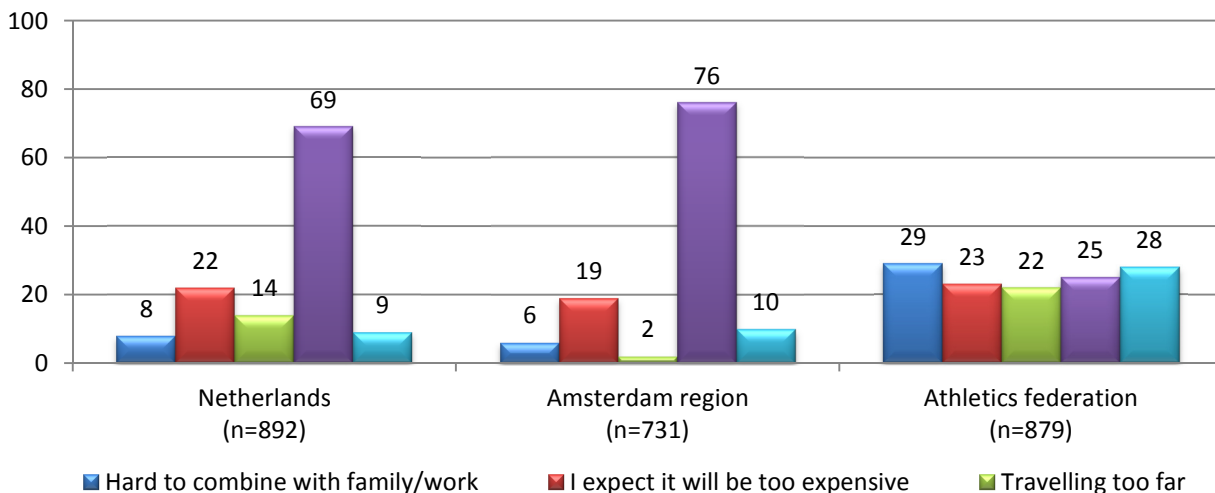
⁴ The intention to attend the event is measured with the following question: "The European Athletics Championships 2016 will take place in Amsterdam's Olympic Stadium from 5 to July 10 and will have a spectacular program. How likely is it that you will be attending the EC?" Respondents could indicate the likelihood on a scale of 1 (very unlikely) to 10 (very likely). Those who awarded a value of 6 or higher are considered a group who favour a visit to the EC (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 EC program and the price of a ticket.

⁵ The sample size of participants in athletics is too small for accurate results.



The main motivation for inhabitants of The Netherlands who are not interested in attending the EC is a lack of interest in athletics (69%) (figure 3). That is also the most cited reason among inhabitants of the Amsterdam region (76%). For members of the athletics federation who are not interested in attending the EC there is no specific reason that stands out most. For all three groups, the expected (high) ticket price is the second most frequently cited motivation not to attend the EC. The price perception is related to income: as the level of income of the household increases, the price of a ticket becomes less often a reason not to attend the EC (not visible in figure). It is notable that the price aspect is 'actionable': it is a factor that the LOC and its partners are able to influence (in contrast to travelling distance). A sophisticated pricing strategy and an understanding of the price elasticity deserves attention, partly because the ticket revenue is to become an important source of income.

Figure 3. Reasons for little or no interest in attending the EC athletics Amsterdam 2016, base = respondents who say it is (very) unlikely that they will attend the event, in %



The Amsterdam European Athletics Championships 2016 take place simultaneously with the apotheosis of EURO2016, the European Football Championship (soccer). More than one in five inhabitants of The Netherlands (22%) indicate that the coincidence of these two events (possibly) influences the intention to attend the EC. The 'competition' for attention between the two European Championships is twice as high among soccer players (51%) as it is among other Dutch citizens. In the Amsterdam region the proportion of people indicating that EURO2016 (possibly) influences the intention to attend the European Athletics Championships is 1.5 times as high (31%) as in The Netherlands as a whole. Among members of the athletics federation, the picture is more or less similar to that of The Netherlands.

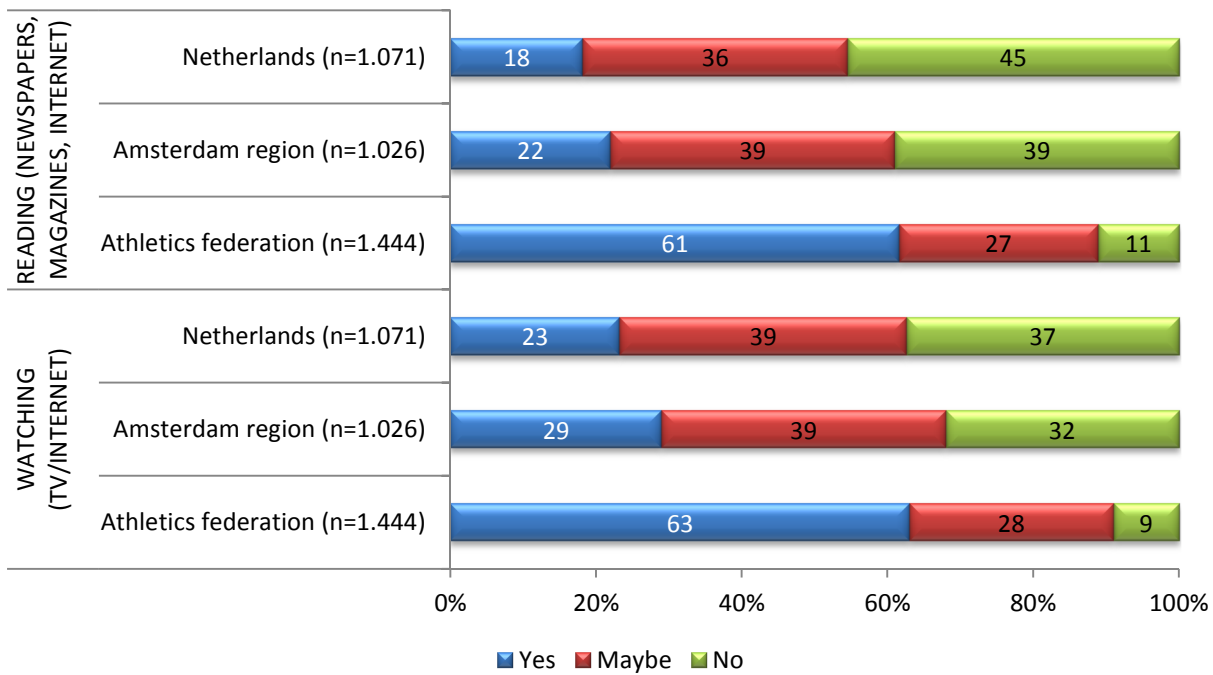
Following in the media

More than half of the Dutch population (55%) might be going to read about the EC (figure 4). Among residents of the Amsterdam region the proportion is six percentage points higher (61%). Nearly nine out of ten members of the athletics federation are going to read about the championship.

Nearly two-thirds of the inhabitants of The Netherlands (63%) is or might be going to watch the EC on TV or via the internet (figure 4). That proportion is slightly higher among residents of the Amsterdam region (68%). Approximately nine out of ten members of the athletics federation (89%) are going to watch the championships on TV or on the internet.



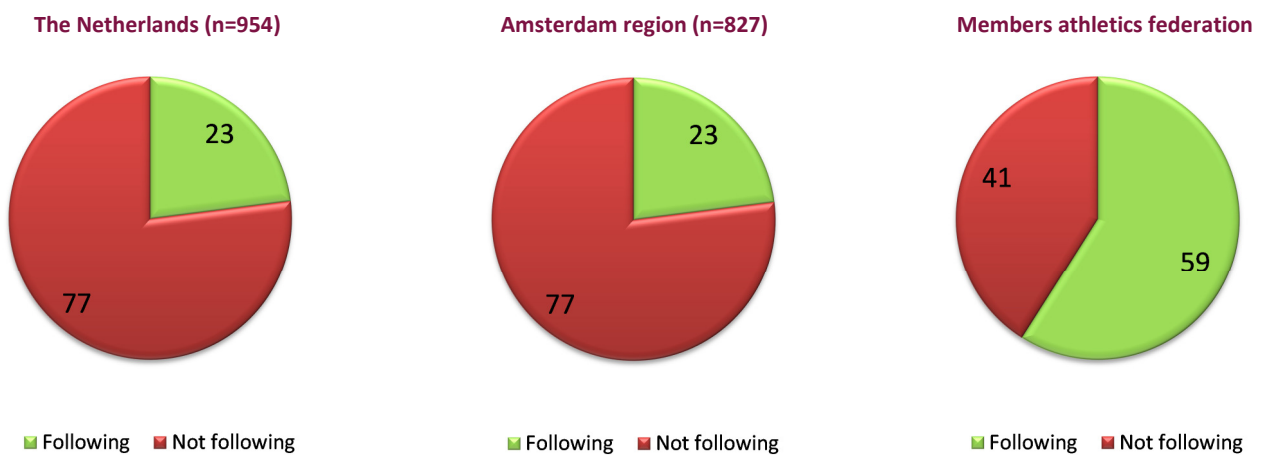
Figure 4. Reading about the EC in newspapers, magazines or on the internet (including social media) and watching the EC on TV or on the internet, in %



Following in the media by non-attendees

Almost a quarter (23%) of the Dutch population not interested in attending the EC, is planning to follow it in the media (reading or watching) (figure 5). In the Amsterdam region the media consumption is identical to that of The Netherlands as a whole. Nearly six out of ten member of the athletics federation who are not interested in attending the EC (59%) is planning to follow the event in the media.

Figure 5. Intention to follow the EC in the media (reading or watching) of respondents who say attending the event is (very) unlikely, in %





Profile of people interested in attending the EC Athletics Amsterdam 2016

The proportion of men among people who are interested in attending the EC is 1.5 times higher than the proportion of men in the group that is not interested. This result is noticeable among the Dutch population, among the inhabitants of the Amsterdam region and among members of the athletics federation (figure 6). Additionally, for all three groups it has been found that the proportion of people who are under 30 is significantly higher than among the non-interested group: factor 1.7 in The Netherlands, 2.1 in Amsterdam and 2.2 for the members of the federation. With regard to level of education and income, the differences between the interested and uninterested group are limited. An exception to this is the outcome that the higher income group among the interested group in The Netherlands is better represented than its counterpart among the uninterested part of the Dutch population (23% versus 16%). The average travelling distance to the Olympic Stadium is shorter for those who are interested in attending the EC. For the Dutch population, the population of the Amsterdam region and for the members of the athletics federation, the difference in average travelling distance between the interested and the not interested group is respectively 16, 3 and 15 kilometres.⁶

Figure 6. Personal characteristics of respondents interested ('Yes') and respondents not interested ('No') in attending the EC, in %

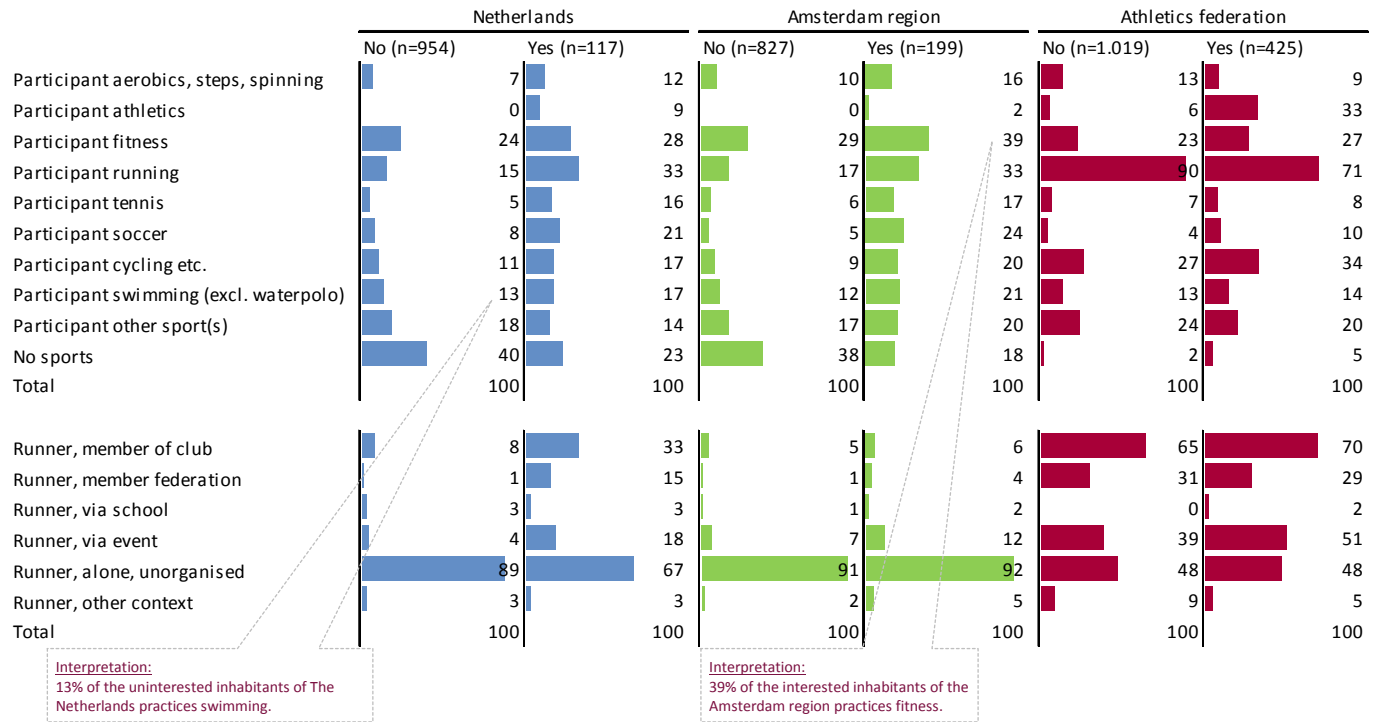


⁶ Averages not visible in table.



The participation in sports by those who are interested in attending the EC differs from those who are uninterested (figure 7). Inhabitants of The Netherlands who are interested in attending the EC often participate in running (33%), fitness (28%) and soccer (21%). People who do not participate in sports are well represented in this group as well (23%). Inhabitants of the Amsterdam region who are interested in attending the EC show high participation rates in fitness (39%), running (33%) and soccer (24%). The relatively large proportion of participants in soccer among the group who is interested in attending the EC might relate to the ‘soccer history’ of the Olympic Stadium. This fact is meaningful as the EC Athletics Amsterdam 2016 take place during EURO2016.⁷ Members of the athletics federation who are interested in attending the EC mainly participate in running (71%), cycling (34%) and athletics (33%).

Figure 7. Sportive characteristics (active) of respondents interested (‘Yes’) and respondents not interested (‘No’) in attending the EC, in %⁸

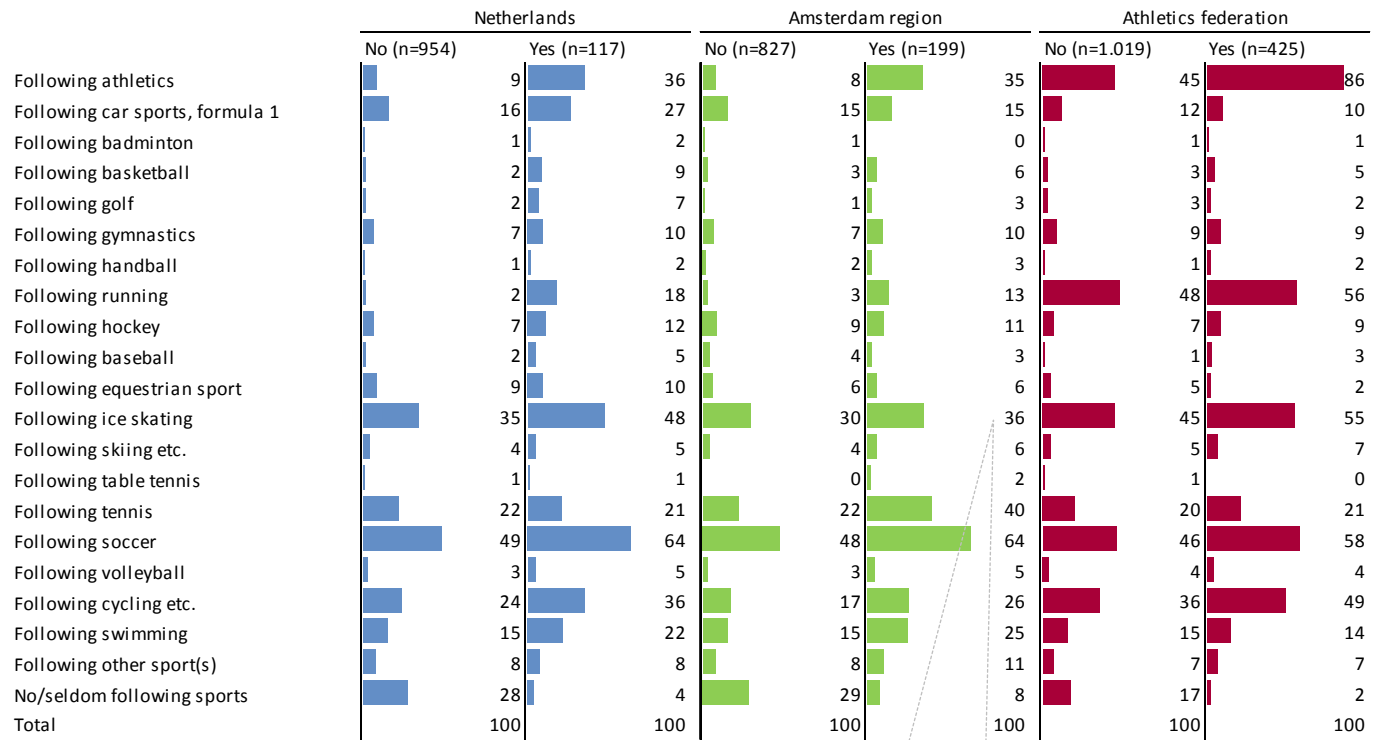


The part of the Dutch population that is interested in attending the EC relatively often follows soccer (64%), ice skating (48%) and athletics (36%) in the media (figure 8). For the interested group of the inhabitants of Amsterdam these three sports are soccer (64%), tennis (40%) and ice skating (36%). Followers of athletics (86%), soccer (58%) and running (56%) are well represented among members of the athletics federation who are interested in attending the championships.

⁷ It is conceivable that an arrangement is to be developed in which a visit to the EC Athletics Amsterdam 2016 is combined with the possibility to watch (highlights of) EURO2016.
⁸ The sum of the column percentages is > 100% as more answers are possible.



Figure 8. Sportive characteristics (passive) of respondents interested ('Yes') and respondents not interested ('No') in attending the EC, in %⁹



Interpretation:
36% of the interested inhabitants of the Amsterdam region follows ice skating.

Sportive competence

In the aspiration to create as much interest for the EC Athletics Amsterdam 2016 as possible – either by attending the event in 2016 and/or following it in the media – a distinction can be made between a group which has the ‘sportive competence’ to understand and value athletics and running and those who lack this competence.¹⁰ For example, people with this sportive competence are familiar with the rules, the personal background of the athletes and the world records. Practicing athletics or running is a way – but not the only one - to acquire a certain degree of this competence. People without an adequate level of sportive competence are not able to fully value the EC. However, they can be a target group for the LOC and its partners for the reason that identification with elite athletes (e.g. national chauvinism or ethnicity) can be a motive to attend the EC. Attending the EC can be made interesting for the group without a certain degree of sportive competence. For example by putting more emphasis on entertainment and providing information about the disciplines and elite athletes, for example by means of an interactive app.

⁹ The sum of the column percentages is > 100% as more answers are possible.

¹⁰ This terminology is borrowed from Dr. Ruud Stokvis: Stokvis, R. (2003). *Sport, publiek en de media*. Amsterdam: Aksant.



Research information

- For the purpose of this research project three target groups were questioned:
 1. Population of The Netherlands 15 - 80 years (n=1.071, response 71%)
 2. Population of the Amsterdam region 15 - 80 years (n=1.026, response 68%)
 3. Member of the Royal Dutch Athletics Federation 16 years and older (n=1.444, response 18%)
- The results of target groups 1 and 2 are representative for age, sex and level of education. Target group 3 is representative for age and sex.
- Period data collection: 6- 24 June 2013.
- Method data collection: online survey (online panel GfK and random sample member athletics federation).
- Future research waves are planned in 2014, 2015 and 2016.

The mission of the Mulier Institute is to stimulate the coordination, synchronization and cooperation of more fundamental and policy-based scholarly sports research in the Netherlands. The three main tasks of the institute are the monitoring of developments in sports, to comprehend and explain current (policy) issues and to communicate and discuss knowledge on sports and society. The institute is named after Pim Mulier (1865-1954), who may be regarded as the patriarch of organised sports in The Netherlands.

For information, please contact: Paul Hover
p.hover@mulierinstituut.nl

Mulier Institute
PO Box 85445
3508 AK Utrecht (The Netherlands)
T +3130-7210220
info@mulierinstituut.nl
www.mulierinstituut.nl

