



**CAMP BECKENBAUER RESEARCH REPORT**

# TO HOST OR NOT TO HOST THE OLYMPICS – A TRANSNATIONAL PERSPECTIVE –



# INTRODUCTION

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## **DEAR READERS,**

At the CAMP BECKENBAUER Global Summit 2014, the President of the IOC, Dr. Thomas Bach, presented the Olympic Agenda 2020. Following his speech, the CAMP BECKENBAUER Global Summit participants had an intense debate about today's challenges of hosting sport mega-events like the Olympic Games.

While our discussions have been encouraging, looking at international media responses on local hosting decisions might give the impression that the Olympics are not *en vogue* anymore. A major challenge seems to be a declining number of applicant cities willing to host the Olympic Games, which became apparent when Graubünden, Krakow, Munich, Oslo, and Stockholm finally decided not to apply for the 2022 Olympic Winter Games. The reason for the withdrawals has often been explained by a lack of support within the population. Some journalists have already concluded that no one but autocrats and oligarchs want to host the Olympic Games anymore (see for example McGrath, 2014). But is this really the case? Have the Olym-

pic Games indeed lost their appeal to people in democratic countries? And what does this mean for applicant cities such as Hamburg, Rome, Los Angeles, or Paris with respect to their referendums?

Unfortunately, the plurality of existing referendums and standardized citizen polls on the hosting of the Olympic Games help neither to understand the negative media coverage nor to answer the questions raised. Usually they are run by institutions with a clear agenda and provide a "yes" or "no" view of the population in a particular city or country and cannot give a comprehensive picture. However, a broader perspective is crucial to follow opinion formation in our globalized world and to understand the cross-border issues and opportunities of hosting sport mega-events.

Together with the CAMP BECKENBAUER partners, we decided to examine these issues in more depth. The aim was to get an independent, transnational perspective. To do so, the CAMP BECKENBAUER Competence Team at WHU – Otto Beis-

heim School of Management developed an empirical study design exploring individual needs, moods, and attitudes of citizens and how they affect the perception of hosting the Olympic Games. The representative survey across eleven European countries and the USA was implemented with the support of Repucom.

Overall, 12,000 respondents participated. Their opinions are representative for approximately 700 million people in Europe and the USA. Survey results provide both a big picture perspective and practical implications for campaigning and mobilization regarding hosting of the Olympic Games.

We hope that the findings from the CAMP BECKENBAUER survey will constructively fuel the debate about the hosting of sport mega-events. In times of digital transformation, a transnational perspective is more than ever required to trigger sustainable change. Of course, these topics will be part of this year's CAMP BECKENBAUER Global Summit in Kitzbühel.



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# CENTRAL THESES

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**1** | *Democratic countries are in favor of hosting the Olympics – it can make people happier*

P. 10

**2** | *Supporters are happy, socially engaged sports consumers who take it personally when it comes to the Olympics*

P. 14

**3** | *Supporters care less about cost, but get a kick out of the reputation and culture radiating from the Olympics*

P. 15

**4** | *Supporters think alike about hosting the Olympics, but would need to be mobilized to actually vote for it*

P. 16

**5** | *Undecided are often female, everyday people with time constraints*

P. 20

**6** | *Undecided are keen on avoiding extra burden on taxpayers, citizens, and their environment*

P. 21

**7** | *Undecided can be reached by addressing the risks of hosting the Olympics and by precise mobilization through micro-targeting*

P. 22

**8** | *Opponents are slightly older and do not really care about the Olympics*

P. 26

**9** | *Opponents have the same priorities as the Undecided when thinking about the Olympics, but less consensus among themselves*

P. 27

**10** | *Opponents are hard to convince of hosting the Olympics, but potentially prone to demobilization strategies*

P. 28







## TO HOST OR NOT TO HOST?

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# DEMOCRATIC COUNTRIES ARE IN FAVOR OF HOSTING THE OLYMPICS – IT CAN MAKE PEOPLE HAPPIER

**THE RESULTS FROM THE CAMP BECKENBAUER SURVEY CLEARLY DEMONSTRATE THAT THE MAJORITY OF PEOPLE IN DEMOCRATIC COUNTRIES ARE IN FAVOR OF HOSTING THE OLYMPIC GAMES.**

Overall, 52% of all respondents would support having the Olympics in their country of residence. Supporters outweigh Opponents in eleven out of twelve democratic countries investigated (see Fig. 1.1). With 76% of its population supporting the Olympics, the United States would welcome hosting the Olympics the most, followed by Poland (66%) and the United Kingdom (62%). One might think that there is not a strong tailwind for sport mega-events if only half

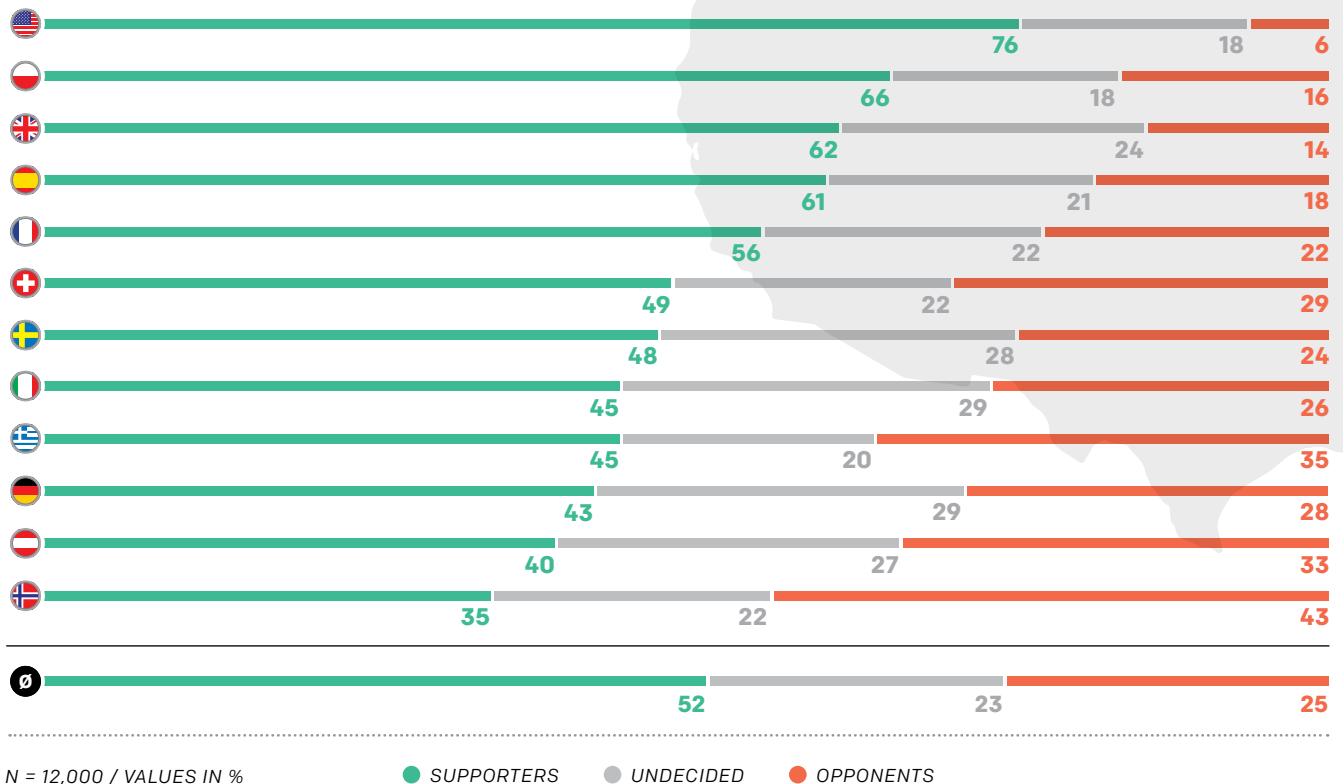
of the people investigated support a hosting of the Olympics. However, the number of undecided people is crucial in this respect. In contrast to former polls and referendums, the CAMP BECKENBAUER survey allowed respondents to state that they were undecided. Remarkably, in some countries, such as Italy or Germany, up to 29% of the population was undecided on whether to support or oppose hosting the Olympics. Leaving the Undecided aside, in eleven out of twelve countries examined, the number of Supporters was higher than that of Opponents.

The only exception is Norway, where we encountered a relative majority of Opponents to hosting the Olympic Games (43% as compared to 35% Supporters). Nor-

way is known to be the most democratic country in the world, scoring high on electoral processes, pluralism, civil liberties, the functioning of government, political participation, and the political culture as measured by the *Democracy Index of The Economist Intelligence Unit*. We therefore examined whether people in advanced democracies like Norway are generally more critical toward hosting the Olympics than people in less advanced democracies.

For that purpose, we grouped the investigated countries into two types of democracies as categorized by The Economist Intelligence Unit (2014) and found that the differences between the two groups are marginal (52% Supporters in "full democracies" vs. 53% Supporters in

FIG. 1.1  
**WOULD YOU SUPPORT HOSTING THE OLYMPIC GAMES IN YOUR COUNTRY OF RESIDENCE?**



“flawed democracies”). This means that living in a stronger democracy does not necessarily make people more critical of hosting the Olympics. In fact, the majority of people in the most advanced democracies from our sample are Supporters.

One important reason why the majority of survey respondents support hosting the Olympic Games seems to be quite simple: Hosting the Olympic Games could make people happier. Research has found that hosting sport mega-events often increases community spirit, drives cultural exchange, and fosters social inclusion (e.g., Kaplanidou & Karadakis, 2010; Kim, Gursoy & Lee, 2006; Ohmann, Jones & Wilkes, 2006; Waitt, 2003), while athletic achievements are often said to induce not only national pride, but also happiness (Denham, 2010; Hallmann, Breuer, & Kühnreich, 2013; van Hilvoorde, Elling & Stokvis, 2010). Further research suggests that the hosting of sport mega-events, though not necessarily the Olympic Games, could possibly contribute to happiness (Pawlowski, Downward, & Rasciute, 2014; Kavetsos & Szymanski, 2010; Maenning & du Plessis, 2007).

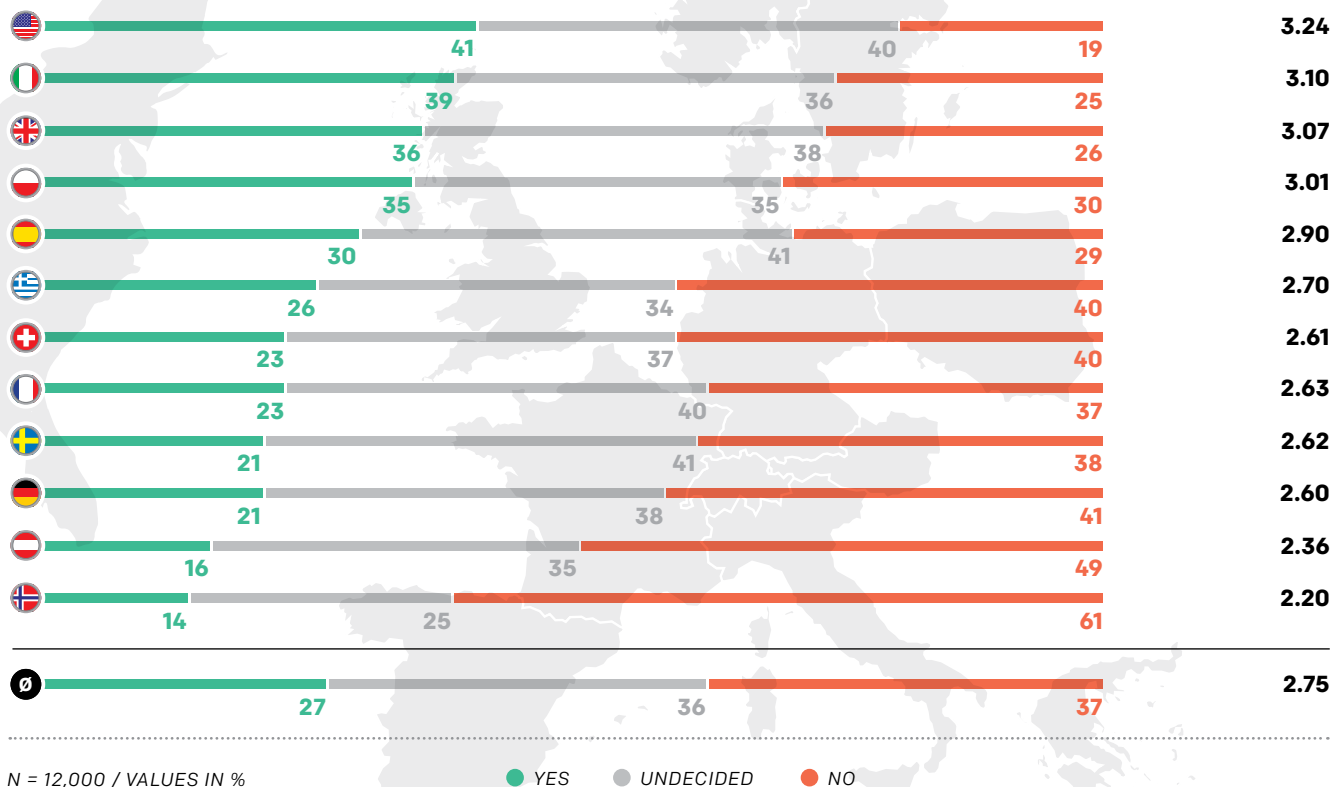
In contrast to existing research, we have taken a more direct approach to assess the impact of hosting the Olympics on happiness and asked our survey respondents directly whether hosting the Olympics would make them happier. According to our results, hosting the Olympic Games would make about one out of four people (27%) in the investigated countries happier (see Fig. 1.2). The United States is the country where the most people (41%) stated that they would become happier due to hosting the Olympics, followed by Italy (39%) and the UK (36%). Germans (21%), Austrians (16%), and Norwegians (14%) perceived the least impact on their personal happiness.

Interestingly, perceived happiness from hosting the Olympic Games was not driven by personal income, education level, or individual health status. Rather, the attitude toward hosting the Olympics was decisive. As a result, Supporters (48%) most often expected a happiness impact compared to the Undecided (7%) and Opponents (3%). While the reported happiness effect on Opponents did not come as a surprise, the relatively low score for the Undecided was striking.

Based on the first empirical results we were keen to better understand further similarities and differences between Supporters, the Undecided, and Opponents. What does a *typical* Supporter look like? What attributes do undecided people have in common? And how can those people be characterized that are against hosting the Olympics?

In order to answer these questions, the CAMP BECKENBAUER survey asked 12,000 respondents to participate in psychological tests and to provide detailed personal information that falls into five categories: socio-demographics, identification with hosting the Olympics, formation of opinion, attitude, and involvement in organizations. Applying a statistical method called discriminant analysis allowed us to derive profiles of Supporters, the Undecided, and Opponents as outlined in the following chapters.

FIG. 1.2  
**WOULD HOSTING THE OLYMPIC GAMES IN YOUR COUNTRY OF RESIDENCE MAKE YOU HAPPIER?**







## SUPPORTERS

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# SUPPORTERS ARE HAPPY, SOCIALLY ENGAGED SPORTS CONSUMERS WHO TAKE IT PERSONALLY WHEN IT COMES TO THE OLYMPICS

**BASED ON DISCRIMINANT ANALYSIS, WE WERE ABLE TO SKETCH OUT "PROTOTYPES" OF SUPPORTERS THAT CAN BE FOUND ACROSS THE COUNTRIES INVESTIGATED. ACCORDING TO OUR RESULTS, SUPPORTERS CAN BE CHARACTERIZED ALONG FIVE DIMENSIONS:**

**1** Supporters are, on average, significantly happier than the Undecided and Opponents of hosting the Olympic Games. While 79% of Supporters state that they are "happy" or "very happy", only 68% of Opponents and 71% of the Undecided say so. From an academic perspective, this finding does not come as a surprise, because emotions such as happiness are found to have a strong impact on the decisions of individuals (Mogilner, Aaker, & Kamvar, 2012). People in a happy mood are more optimistic that future events will turn out to be positive (Wright, 1992) and make more favorable evaluations (Adaval, 2003; Forgas & Ciarrochi, 2001; Meloy, 2000).

**2** Supporters are mostly active members of society. On average, each Supporter holds 30% more active memberships in non-profit institutions than an Opponent. Activities taken into account include, among others, memberships in humanitarian and charitable organizations, religious organizations, sports clubs/associations, and political parties (see Table 6.1 on page 39 for a full list of organization types).

**3** As expected, Supporters have a high level of identification with hosting the Olympic Games. Using an identification scale adapted from Mael and Ashforth (1992) reveals that for 33% of Supporters, criticism of the Olympic Games in their country would feel like a personal insult. In addition, for 42% of Supporters, a successful hosting of the Olympics would feel like a personal success, compared to only 6% of Opponents. Similar to sports fans holding their breath for their favorite team, Supporters would suffer from the failures and indulge in the successes of hosting the Olympics in their country.

**4** Supporters consume a relatively high amount of sports media. More than one out of three Supporters watch sports news on a daily basis, compared to only one out of five Opponents of hosting the Olympics. While almost every second Opponent (45%) hardly follows sports in the media, i.e. less than once per week, only 22% of Supporters consume equally little sports in the media (see Fig. 2.2).

**5** With respect to their political orientation, Supporters are mainly *middle-of-the-road* voters within the traditional left-to-conservative political spectrum. While almost 70% of Supporters categorize their political view as being within the range of "*slightly left to slightly conservative*", only 41% of Opponents do so. Supporters also consider their political view less often as "*left*" or "*very left*" (13%) compared to Opponents (18%). Finally, fewer Supporters (17%) than the Undecided (27%) or Opponents (24%) choose the category "*other political view*" to describe their political orientation.

**FIG. 2.1**  
**CHARACTERIZATION OF SUPPORTERS**  
**BASED ON DISCRIMINANT ANALYSIS**

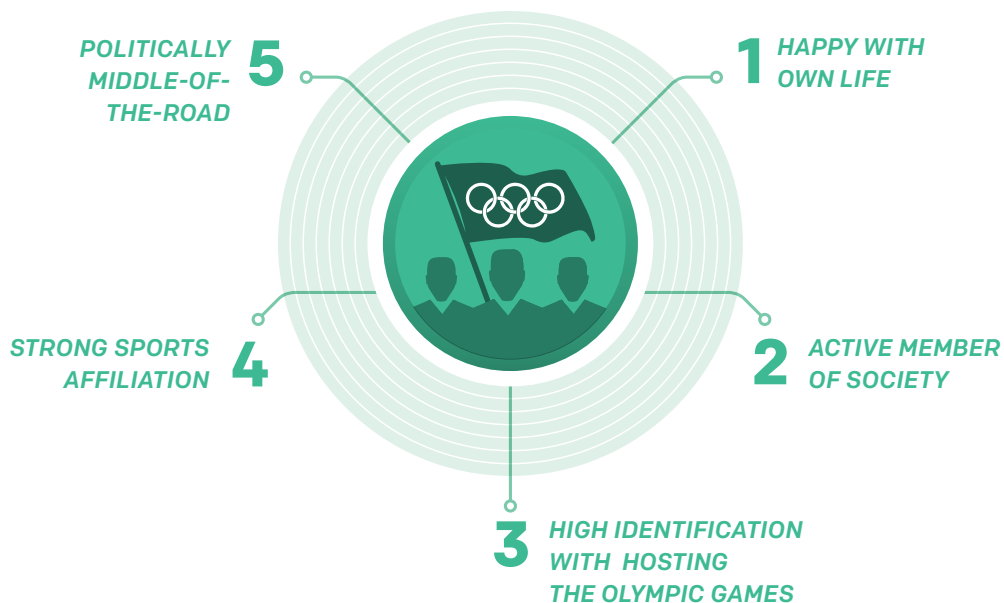
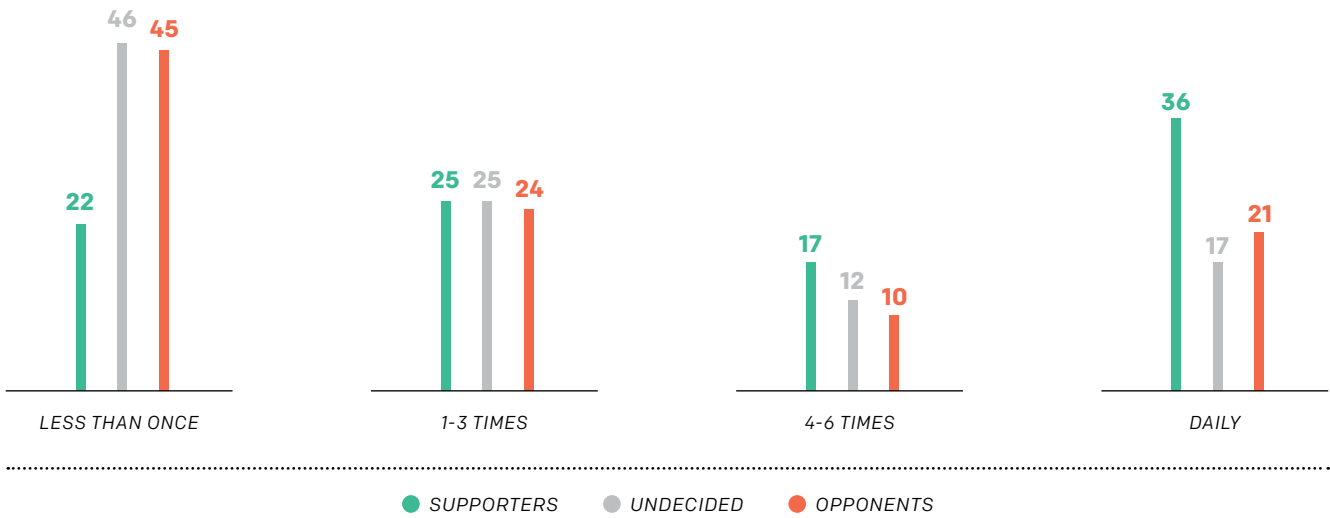


FIG. 2.2

**HOW OFTEN DO YOU FOLLOW SPORTS NEWS IN THE MEDIA PER WEEK?**



SUPPORTERS CARE LESS ABOUT COST, BUT GET A KICK OUT OF THE REPUTATION AND CULTURE RADIATING FROM THE OLYMPICS

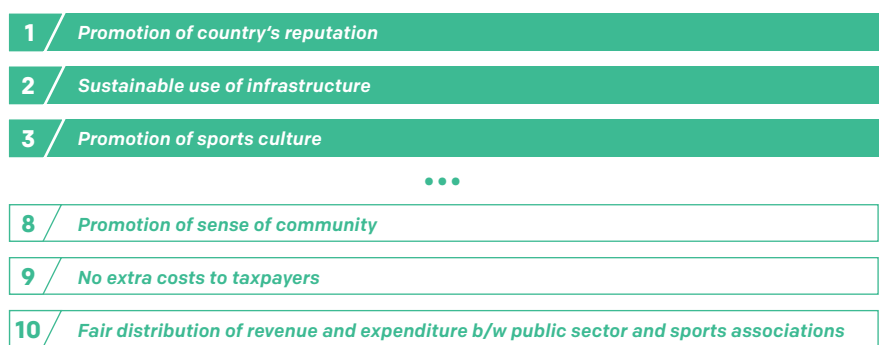
**FOR SUPPORTERS IN THE DEMOCRATIC COUNTRIES INVESTIGATED, HOSTING THE OLYMPIC GAMES IS NOT ABOUT AVOIDANCE OF ISSUES AND COSTS, BUT RATHER ABOUT AN OPPORTUNITY.**

And they want their local organizing committee to make use of this opportunity. Hosting the Olympic Games means capturing the upside for their country. Two of their top three factors were of intangible nature, namely the promotion of their country's reputation (1st rank) and the promotion of the sports culture within their country (3rd rank). The second most important factor for Supporters was the sustainable use of infrastructure once the Games are over. This seems to be driven by the prospects of an opportunity rather than worries: 86% expected the Olympics to trigger investments in infrastructure that are in any case needed and useful.

Looking at what drives Supporters also revealed that monetary factors only play a subordinate role. The avoidance of ext-

FIG. 2.3

**MOST AND LEAST IMPORTANT FACTORS FOR THE SUPPORTERS WHEN HOSTING THE OLYMPICS**



**DIVERSITY OF OPINIONS: LOW**

ra costs to taxpayers (9th rank) and a fair distribution of revenue and expenditures between sports federations and the public sector (10th rank) are least important. Almost every second Supporter (43%) even agrees to using tax money to ensure a solid financing for hosting the Olympic Games. Although this finding cannot be

interpreted as Supporters issuing a *carte blanche*, it demonstrates their awareness that capturing opportunities for the country they live in may require investments even from taxpayers.

# SUPPORTERS THINK ALIKE ABOUT HOSTING THE OLYMPICS, BUT WOULD NEED TO BE MOBILIZED TO ACTUALLY VOTE FOR IT

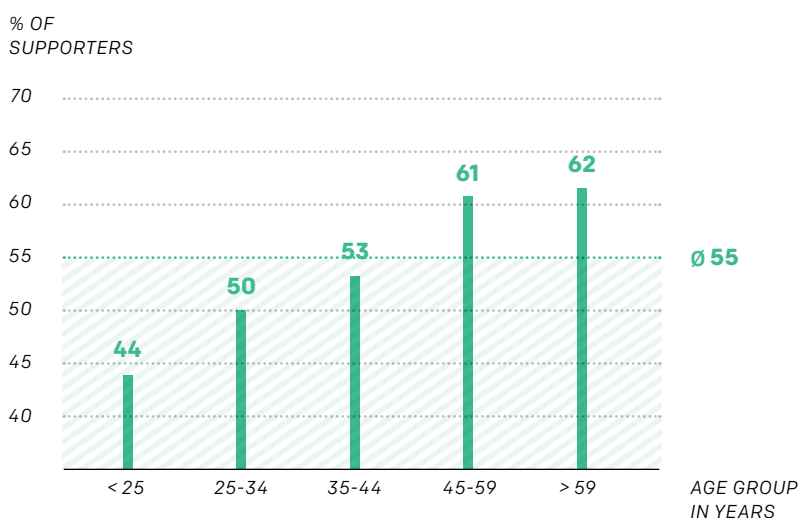
**ANALYZING THE COEFFICIENTS OF VARIATION SHOWS THAT SUPPORTERS, AS COMPARED TO OPPONENTS AND THE UNDECIDED, ARE RELATIVELY ALIGNED REGARDING THE IMPORTANCE OF DIFFERENT FACTORS (E.G., PROMOTION OF COUNTRY'S REPUTATION) WHEN HOSTING THE OLYMPICS.**

For campaigning purposes, such a low diversity of opinions comes as a blessing. Campaigns can focus their messaging and bundle resources on the top priorities for the median Supporter: The promotion of a country's reputation, the sustainable use of infrastructure, and the promotion of a country's sports culture. By focusing on the Supporters' view of the Olympics as an opportunity, campaign managers can build on the so-called confirmation bias, i.e. the tendency of individuals to seek and interpret information in a way that corresponds to their existing beliefs (Nickerson, 1998). By reassuring Supporters through targeted messaging that their views are valid, campaign managers can make Supporters less vulnerable to information against the Olympics.

In terms of language and style, campaigns could be specifically designed to evoke and promote a positive mood among Supporters. Research has found that people in a positive mood make more favorable evaluations (Adaval, 2003; Forgas & Ciarrochi, 2001; Meloy, 2000). For the same reason, interest groups in favor of hosting the Olympics should avoid confrontational behavior toward Opponents, because it can cause negative emotions and could even discourage Supporters (Choraria, 2013).

A natural platform for running campaigns targeted at Supporters is, of course, sports media outlets. Timed campaigns can indeed raise and safeguard existing support for hosting the Olympics in the short term. It should be in the interest of, for example,

**FIG. 2.4**  
**% OF SUPPORTERS THAT ARE VERY LIKELY TO PARTICIPATE IN A REFERENDUM ABOUT HOSTING THE OLYMPICS**



applicant cities and national sports federations to improve the availability and accessibility of sports content with local media partners, especially prior to referendums.

Raising the support for the Olympics is, however, only half of the story. Mobilizing Supporters to vote for hosting the Olympics in a referendum is equally important. The reason is that Supporters are not necessarily big fans of the ballot box. In our survey, 55% of Supporters stated that they are very likely to participate in a referendum about hosting the Olympics (see Fig. 2.4). However, assuming that every second Supporter will cast a vote does not appear to be realistic given the recent voting turnout of ca. 30% for the Munich 2022 referendum (City of Munich, 2013). In addition, there is a positive linear relationship between age and intention to vote among Supporters. While 62% of Supporters above 59 years stated that they are very likely to vote, only 44% of young Supporters below 25 years did so. The lower intention of young people to vote is particularly

problematic for applicant cities because, on average, young people below 25 years support the Olympic Games more often (54%) than people above 59 years (48%).

It is therefore particularly important for applicant cities to mobilize young Supporters. One way could be mobilization through tailor-made apps like the Obama 2012 campaign app (Scherer, 2012), which mobilized more than one million people. Every young Supporter who signed up for the app provided the campaign team the permission to access his friends list and to create personalized requests to vote via Facebook. Such a campaign app can thus be a means to exert positive social pressure, which research has found to be effective in mobilizing people to vote (Bond et al., 2012; Gerber, Green, & Larimer, 2008; Panagopoulos, 2013). Beyond the online world, non-profit organizations like local sports clubs provide a good starting point for mobilization because of the above-average engagement of Supporters in these organizations.



# WHAT ARE THE SUPPORTERS' POSITIVE ASSOCIATIONS AND EXPERIENCES IN CONNECTION WITH THE OLYMPIC GAMES?

A SELECTION OF QUOTES  
FROM THE CAMP BECKENBAUER SURVEY

## HOW THE OLYMPICS UNITE PEOPLE

» The Olympic Games bring the people together, and create unity «

MALE, 17 

» The world is making something together – not against each other «

MALE, 19 

» My best Olympic experience? Seeing the reunified German Olympic team «

MALE, 49 

» It's a party for the whole world, where there is no religion, no politics, no color, no race «

MALE, 60 

## HOW THE OLYMPICS THRILL PEOPLE

» Faster heartbeat, huge expectations, emotions «

FEMALE, 21 

» The fire and the spirit of the sport «

MALE, 42 

» Sleepless nights watching the Olympic Games from far away lands «

MALE, 38 

» Watching the hard work and determination in so many young faces is fascinating «

FEMALE, 46 

## HOW THE OLYMPICS HAVE A DEEPER MEANING

» The Olympic Games allow people to not think about their daily problems «

FEMALE, 21 


» The fall and comeback of Hermann Maier gave me hope to get through some difficulties in my life «

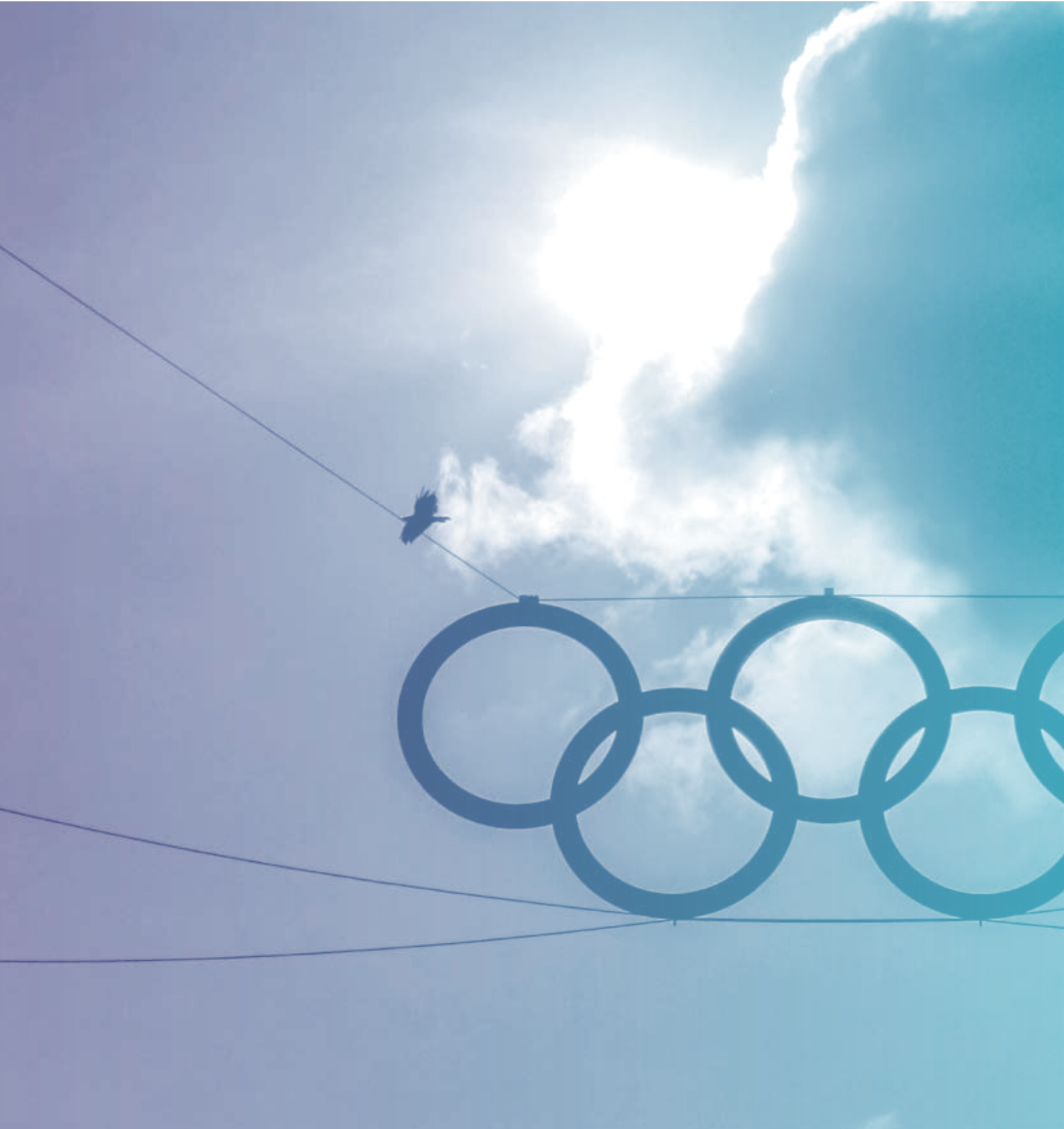
MALE, 50 

» When the Olympic Games were held in Greece, the country they were born... We were better then, without memorandums and we were trouble free «

FEMALE, 33 

» The optimism the event generated in everyday life «

FEMALE, 45 





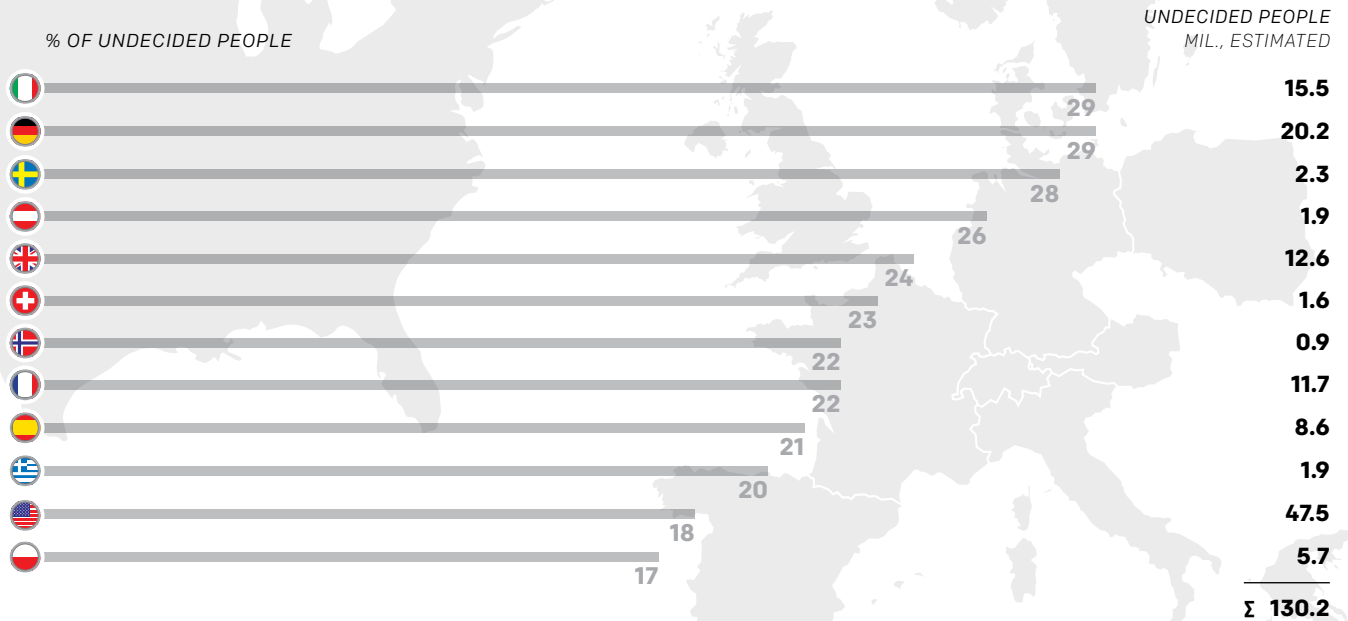
UNDECIDED

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# UNDECIDED ARE OFTEN FEMALE, EVERYDAY PEOPLE WITH TIME CONSTRAINTS

FIG. 3.1

## MANY PEOPLE ARE UNDECIDED WITH RESPECT TO HOSTING THE OLYMPICS IN THEIR COUNTRY



### THE UNDECIDED FORM A LARGE GROUP WITHIN THE EXAMINED COUNTRIES IN EUROPE AND IN THE USA.

Our estimations show that around 130 million people (23% of the population above 14 years old) in the twelve examined countries are Undecided (see Fig. 3.1). Whether this group supports or opposes hosting the Olympics plays a decisive role in terms of public opinion polls. A thorough understanding of who the Undecided are becomes crucial.

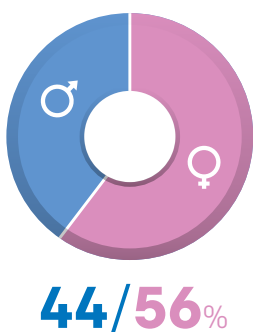
With our discriminant analysis model, we were able to identify common patterns of the Undecided across the twelve countries investigated. The results reveal that the Undecided can be characterized along five dimensions:

**1** Undecided can best be described as *everyday people*. When looking at the survey results, as expected, the Undecided are mostly in between Supporters and Opponents with respect to their happiness, their health status, and their identification with the Olympics. The same applies, for example, to their opinion on whether elected politicians should decide about hosting the Olympics. While some Supporters see benefits in letting politicians decide (average score of 2.7 on a 5-point Likert scale) and Opponents are more often against it (average score of 2.0), the Undecided are literally in the middle between these two polarizing groups (average score of 2.4), with a slightly negative view on letting politicians decide.

Overall, in eleven of the twelve examined countries (with the exception of Greece, where we did not observe sufficient significance levels), the CAMP BECKENBAUER survey results reveal that women are more likely to be undecided than men with respect to hosting the Olympic Games.

**3** Undecided Europeans have, on average, a lower formal education than European Supporters and Opponents. Less than 40% of them have a college degree equivalent, compared to 44% of Opponents and 45% of Supporters in Europe. In contrast, American Undecided are better educated,

FIG. 3.2  
% OF UNDECIDED BY GENDER



**2** Across all countries investigated, 56% of the Undecided are women (see Fig. 3.2).

FIG. 3.3  
NUMBER OF ACTIVE MEMBERSHIPS IN NON-PROFIT ORGANIZATIONS

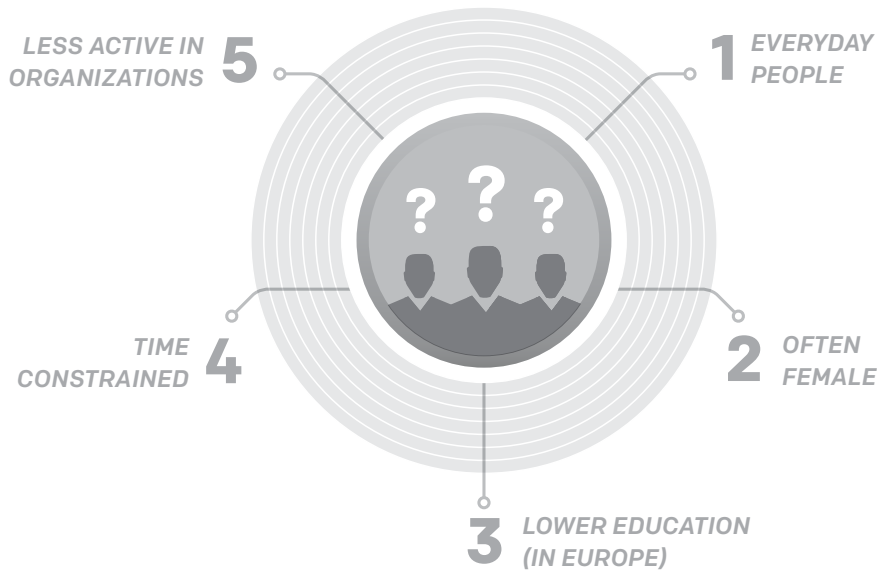


with almost every second (49%) having at least a college degree compared to Opponents (38%) and Supporters (55%).

**4** According to their self-evaluation, the Undecided are more time constrained than Supporters and Opponents when evaluating the pros and contras of hosting the Olympics. Only 21% of the Undecided disagree with the statement that they have too little time for considering pros and contras, compared to 35% of Supporters and 33% of Opponents.

**5** Undecided are least active in non-profit organizations. On a per capita basis, the Undecided have 60% less memberships than Supporters (0.8 vs. 1.3) and 20% less memberships than Opponents (0.8 vs. 1.0). In addition, about 57% of the Undecided are not active in any voluntary organization compared to 46% of Supporters and 54% of Opponents (see Fig. 3.3).

**FIG. 3.4**  
**CHARACTERIZATION OF THE UNDECIDED**  
**BASED ON DISCRIMINANT ANALYSIS**



## UNDECIDED ARE KEEN ON AVOIDING EXTRA BURDEN ON TAXPAYERS, CITIZENS, AND THEIR ENVIRONMENT

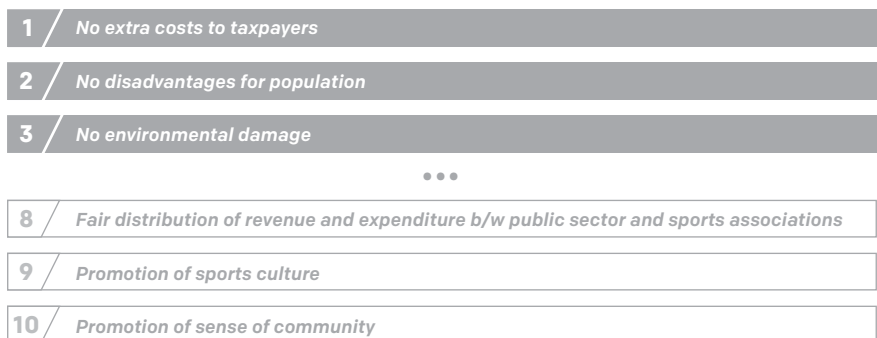
**WHEN THE UNDECIDED THINK ABOUT HOSTING THE OLYMPICS, THEY THINK ABOUT POTENTIAL DISADVANTAGES AND RISKS RATHER THAN OPPORTUNITIES.**

For the Undecided, avoiding extra costs to the taxpayer is the most important factor when hosting the Olympics. It is the bottom line that matters the most. In contrast, intangible factors like the promotion of the sports culture within their country are in the lower priority ranks of the Undecided. The second most important factor for the Undecided is that the population in the applicant city does not incur any disadvantages like rising rents or unreasonable disturbances through construction work. Thirdly, the avoidance of environmental damage through the hosting of the Olympics is key for the Undecided. In this respect, the Undecided give environmental questions a much higher re-

levance than Supporters, who only rank them their 7th highest priority. Looking at the top three factors for the Undecided reveals a pattern. Their top priority is

what they do not want: "no extra costs to taxpayers", "no disadvantages for the population in the host city", and "no environmental damage".

**FIG. 3.5**  
**MOST AND LEAST IMPORTANT FACTORS FOR THE UNDECIDED WHEN HOSTING THE OLYMPICS**



DIVERSITY OF OPINIONS: **MEDIUM**

# UNDECIDED CAN BE REACHED BY ADDRESSING THE RISKS OF HOSTING THE OLYMPICS AND BY PRECISE MOBILIZATION THROUGH MICRO-TARGETING

## WHEN THE UNDECIDED ARE ASKED ABOUT WHAT IS MOST IMPORTANT WHEN HOSTING THE OLYMPICS, THEY PRIMARILY THINK OF MINIMIZING POTENTIAL DISADVANTAGES AND RISKS.

This downside-centered view can have a negative impact on their final decision whether to support hosting the Olympics, because risk-averse voters prefer the status quo (Kam & Simas, 2012). In order to convince the Undecided to support hosting the Olympics, issues need to be addressed proactively. It needs to be proven that potential downsides are reasonable and manageable. While the actual risk of hosting the Olympics will, of course, depend on the applicant city's concept and implementation capabilities, it is essential that the Undecided believe in the communication around the sport mega-event. The latter is assumed to depend greatly on the trust and confidence they have in who is communicating (Kasperson, 1986). As a result, credible and competent former sportsmen and -women with high popularity are key in an applicant city's communication.

The CAMP BECKENBAUER survey results show that women are more often undecided than men when evaluating the hosting of the Olympics. This could partly be explained by an information disadvantage due to lower sports media consumption. While only 22% of male respondents consume sports news less than once per week, 45% of female respondents do so.

Closing the information gap with campaigns that appeal to women might therefore be a fruitful avenue for applicant cities and National Olympic Committees.

Another aspect to be considered when targeting the Undecided is perceived time constraints and slightly lower education levels. The Undecided could abstain from or struggle with evaluating the multifaceted topic of hosting the Olympics. Using very concise and easy-to-grasp messages in campaigns could therefore help the Undecided to finally choose sides.

Only 28% of the Undecided stated that it is very likely that they would participate in a referendum about hosting the Olympics, compared to 55% of Supporters and 49% of Opponents. However, this does not mean that the Undecided are nonvoters in general. Only 18% of the Undecided that would not participate in an Olympic referendum are generally nonvoters. Effective mobilization efforts can therefore make a considerable difference in a referendum, particularly considering the group size of the Undecided.

But how can the Undecided be mobilized effectively? Lamenting about low voter turnout in the hope of motivating voting can be counterproductive (Malhotra et al., 2011). Instead, messages seen by occasional voters were found to be effective if they emphasized a high expected voter turnout. The reason is the desire for conformity, i.e. people want to behave like others in their environment. Mobilization campaigns can address this need through *My vote for...*

ads with VIPs but also through little *I vote for...* icons that can be integrated into social media profile pictures.

Another way to strengthen voter turnout is mobilization through micro-targeting, i.e. transmitting tailored messages to voter subgroups based on fine-grained subgroup data analyses. Applicant cities and National Olympic Committees need to understand where the Undecided are and how to reach them. The benchmark for an effective use of technology in this regard is once again Barack Obama's presidential campaign, which managed to reach the houses of those undecided voters that had a high probability of voting, with tailored messages (Balz, 2013; Flanigan, 2014).

FIG. 3.6  
% OF PEOPLE THAT ARE VERY LIKELY TO PARTICIPATE IN A REFERENDUM ABOUT HOSTING THE OLYMPICS

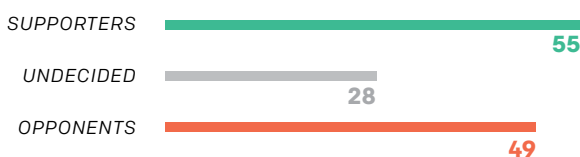
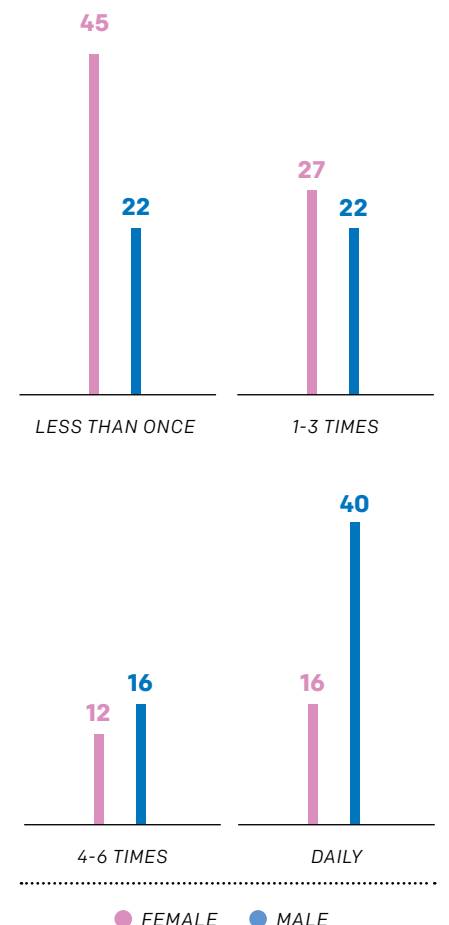
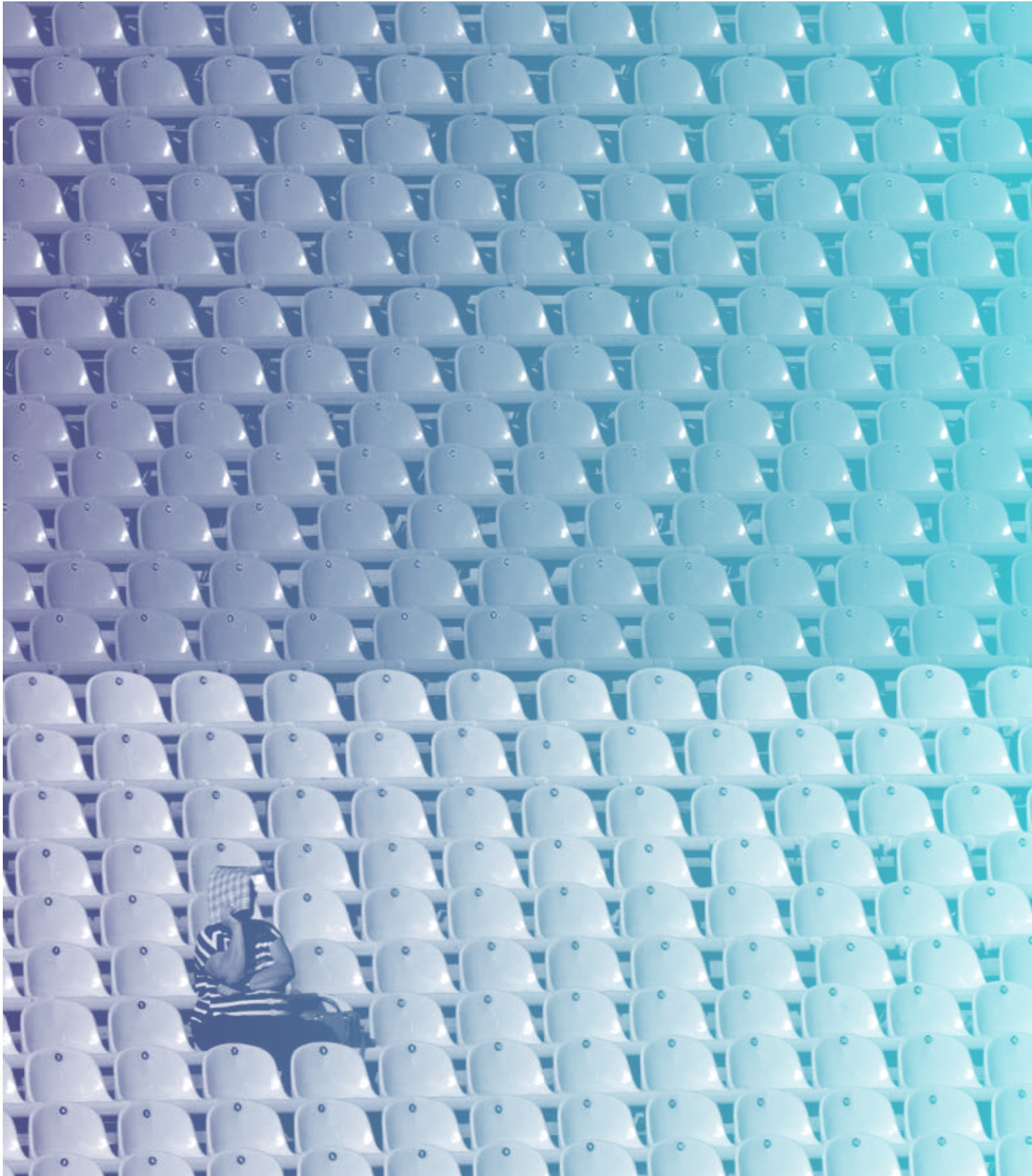


FIG. 3.7  
HOW OFTEN DO YOU FOLLOW SPORTS NEWS IN THE MEDIA PER WEEK?











## OPPONENTS

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# OPPONENTS ARE SLIGHTLY OLDER AND DO NOT REALLY CARE ABOUT THE OLYMPICS

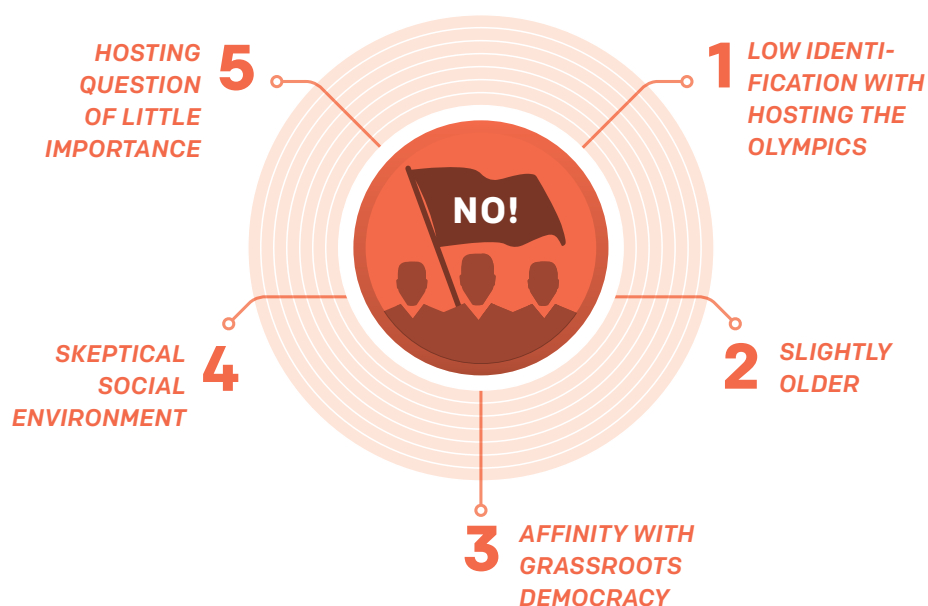
**OPPONENTS OF THE OLYMPIC GAMES HAVE OFTEN BEEN DESCRIBED AS A VERY DIVERSE GROUP OF PEOPLE RANGING FROM “CIVIL LIBERTY LAWYERS TO ANARCHISTS TO ENVIRONMENTAL ACTIVISTS” (VACCARO, 2015).**

Despite this heterogeneity, our discriminant analysis model reveals five characteristics that Opponents of hosting the Olympics have in common:

**1** As expected, Opponents have a significantly lower identification with hosting the Olympics than Supporters and the Undecided; they even distance themselves deliberately from hosting the Olympics. For example, 67% of Opponents would not say *our* Olympic Games when talking about the sport mega-event in their country, compared to only 43% of the Undecided and 28% of Supporters. In addition, for 79% of Opponents, successfully hosting the Olympics would not feel like a personal success, whereas only 45% of the Undecided and 26% of Supporters say so.

**2** Overall, Opponents are slightly older than both Supporters and the Undecided. While Supporters and the Undecided are, on average, 40.5 years old, the average Opponent is just about 2.5 years older. Recent research indicates that young people derive more happiness from extraordinary experiences such as sport mega-events (Bhattacharjee & Mogilner, 2014). Even

**FIG. 4.1**  
**CHARACTERIZATION OF OPPONENTS**  
**BASED ON DISCRIMINANT ANALYSIS**



if the age difference of 2.5 years seems small, it might explain why Supporters and the Undecided have a stronger tendency to support hosting the Olympics.

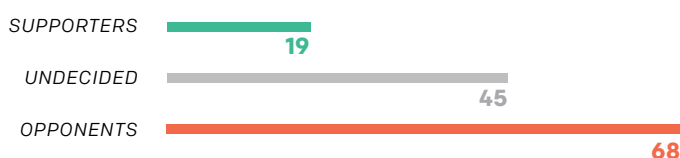
**3** Opponents of hosting the Olympics express a higher affinity with grassroots democracy. 70% of Opponents compared to only 49% of both Supporters and the Undecided disagree with the statement

that elected politicians instead of the public should decide on whether to host the Olympics or not.

**4** Opponents perceive their social environment as being rather skeptical about hosting the Olympics. Even though 52% of all respondents are in favor of hosting the Olympics, only 8% of Opponents would agree that the majority of their friends and acquaintances are in favor of hosting the Olympics.

**5** The majority of Opponents are passive antagonists. 68% do not consider whether or not the Olympics should be hosted in their country as an important question, compared to only 19% of Supporters that do not consider this question important (see Fig. 4.2). As a result, only a minority of the group of Opponents is expected to engage in active opposition against the hosting of sport mega-events.

**FIG. 4.2**  
**% OF PEOPLE THAT DO NOT CONSIDER IT AN IMPORTANT QUESTION WHETHER OR NOT THE OLYMPICS SHOULD BE HOSTED IN THEIR COUNTRY**



# OPPONENTS HAVE THE SAME PRIORITIES AS THE UNDECIDED WHEN THINKING ABOUT THE OLYMPICS, BUT LESS CONSENSUS AMONG THEMSELVES

## OPPONENTS OF HOSTING THE OLYMPICS HAVE THE SAME TOP PRIORITIES AS THE UNDECIDED. FOR OPPONENTS, AVOIDING EXTRA COSTS TO TAXPAYERS IS MOST IMPORTANT.

However, their reluctance to use tax money for hosting the Olympics is much stronger than that of Supporters and the Undecided (see Fig. 4.3). 73% of Opponents are against using tax money to ensure a solid financing for hosting the Olympic Games, compared to only 47% of the Undecided and 30% of Supporters (see Fig. 4.4).

It is also very important for Opponents to avoid disadvantages for the population of the host city (2nd rank) and damage to the environment (3rd rank). Consequently, Opponents have something in common with the Undecided: When thinking about hosting the Olympics, they hardly see opportunities, but rather disadvantages and risks.

Despite the similarities between the priorities of the Undecided and Opponents, there is one major difference: There is less consensus among Opponents about what is most important (see Fig. 4.5). Using the average coefficient of variation as a proxy indicates that the diversity of opinions is almost 50% higher among Opponents than among the Undecided.

Least consensus among Opponents exists with respect to the question of how important the following three factors are when hosting the Olympic Games: The promotion of the sense of community, the fair distribution of revenue and expenditure between the public sector and sports associations, and the creation of economic impulses through the Olympics. However, when it comes to their top three factors Opponents are on the same page. Only a few respondents would not consider avoiding costs to taxpayers, disadvantages to the population, and environmental damage as most important.

FIG. 4.3  
MOST AND LEAST IMPORTANT FACTORS FOR THE OPPONENTS WHEN HOSTING THE OLYMPICS



DIVERSITY OF OPINIONS: **HIGH**

FIG. 4.4  
% OF PEOPLE THAT ARE AGAINST USING TAX MONEY TO ENSURE A SOLID FINANCING FOR HOSTING THE OLYMPICS

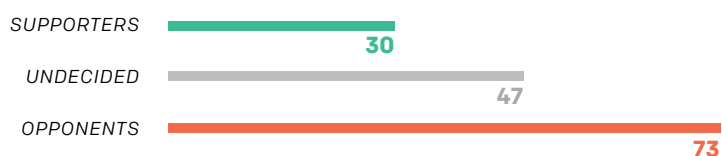
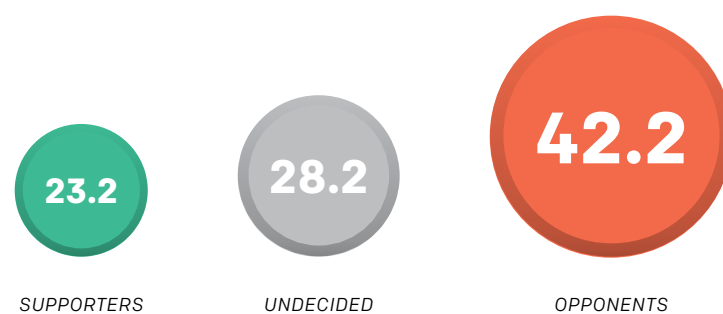


FIG. 4.5  
LEVEL OF DISAGREEMENT OF SUPPORTERS, THE UNDECIDED, AND OPPONENTS AS TO WHAT IS IMPORTANT WHEN HOSTING THE OLYMPICS



# OPPONENTS ARE HARD TO CONVINC OF HOSTING THE OLYMPICS, BUT POTENTIALLY PRONE TO DEMOBILIZATION STRATEGIES

## **BASED ON THE CAMP BECKENBAUER SURVEY RESULTS, INTEREST GROUPS IN FAVOR OF THE OLYMPIC GAMES COULD PURSUE VARIOUS APPROACHES TO DEALING WITH OPPONENTS.**

The first approach concerns the Opponents' primary view of hosting the Olympics as a source of downsides and risks. In this regard, Olympic campaigns should not portray the concerns of Opponents as illegitimate. Interest groups might instead communicate to Opponents that they take their concerns seriously, and that they are capable of developing effective solutions that address major concerns (Folger & Skarlicki, 1999; Whitener et al., 1998). Secondly, as Suchman (1995, p. 597) stated, a "firewall" between the past and present should be constructed, i.e. negative events that people associate with hosting the Olympics such as budget overruns and environmental damage need to be addressed and delineated proactively. For instance, an applicant city is well advised to credibly communicate to Opponents that it has the capabilities to avoid possible downsides observed at former Olympics in other cities. Thirdly, confidence-building measures (Pfeffer, 1981) like implementing anti-corruption and transparency laws about the use of tax money or introducing an independent ombudsperson who audits the work of the applicant city's organizing committee are helpful to build credibility among Opponents.

However, there is reason to believe that a significant proportion of Opponents cannot be convinced to support hosting the Olympics irrespective of the measures taken by any interest group. A major obstacle is the rather skeptical social environment of Opponents. People tend to conform to the expectations of their social environment and consider judgments in their environment as a trustworthy source (Deutsch & Gerard, 1955). In addition, the low level of identification with hosting the Olympics in

general influences the Opponents' resilience to information (Bhattacharya & Sen, 2003) and biases individual evaluations of hosting sport mega-events (Wann et al., 2006). Opponents might therefore shut their eyes to positive aspects and instead focus on the arguments against hosting the Olympics. Results from the CAMP BECKENBAUER survey about the information seeking behavior of Opponents support this assumption (see Fig. 4.6). While only 17% of Supporters would not consider arguments provided by Opponents, 41% of Opponents would not consider arguments provided by Supporters.

ficiently represented by the established political system. Although their general desire for direct democratic participation is not directly related to the Olympics, interest groups need to decide deliberately how much participation they want to grant to Opponents. The rationale for this approach lies in demobilization. Given the fact that 68% of Opponents do not consider the question of whether or not the Olympics should be hosted in their country important, offering the chance to participate in hosting decisions can be an effective measure to avoid public confrontation and thereby demobilize Opponents.

By contrast, interest groups against hosting the Olympics might be well advised to seek public confrontation in order to make noise and to mobilize other Opponents. One promising way of achieving this is to design anti-Olympics campaigns that create anger and negative emotions, for example, by letting inhabitants of the applicant city talk about the potential downsides of hosting the Olympics like being forced to move out of their apartments due to rising rents. Such negative emotions were shown to make people stand up to articulate their will (Choraria, 2013).

**FIG. 4.6**  
**% OF OPPONENTS THAT WOULD NOT CONSIDER ARGUMENTS FROM SUPPORTERS**



**% OF SUPPORTERS THAT WOULD NOT CONSIDER ARGUMENTS FROM OPPONENTS**



Even if the majority of Opponents cannot be convinced of the upside of hosting sport mega-events, interest groups in favor of the Olympics can at least address the Opponents' affinity with grassroots democracy. Opponents do not feel suf-







## OUTLOOK

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# TOWARDS A CONSTRUCTIVE DIALOGUE ON FUTURE SPORT MEGA-EVENTS

## IN THE CURRENT VIEW OF 700 MILLION PEOPLE ACROSS TWELVE COUNTRIES, THE OLYMPIC GAMES CAN HAVE A POSITIVE IMPACT ON SOCIETY.

A great majority of CAMP BECKENBAUER survey respondents is convinced that hosting the Olympics can permanently increase the number of foreign tourists in the host country and triggers infrastructure investments that are needed anyway. In addition, most of the respondents believe that Olympic competitions can help to teach children the values of fairness and equal opportunity (see Fig. 5.1).

Of course, these results are contrasted by empirical findings about the downsides and risks of former Olympic Games such as exploding costs passed along to the taxpayer (Flyvbjerg & Stewart, 2012; Jennings, 2012), unused infrastructure often referred to as *white elephants* (Girginov, 2008), rising local rents (Hall & Hodges, 1998), and environmental burdens (Malfas, Theodoraki, & Houlihan, 2004). Nevertheless, the CAMP BECKENBAUER survey results clearly de-

monstrate that there is no way to generalize that *no one* wants to host the Olympics in democratic countries anymore.

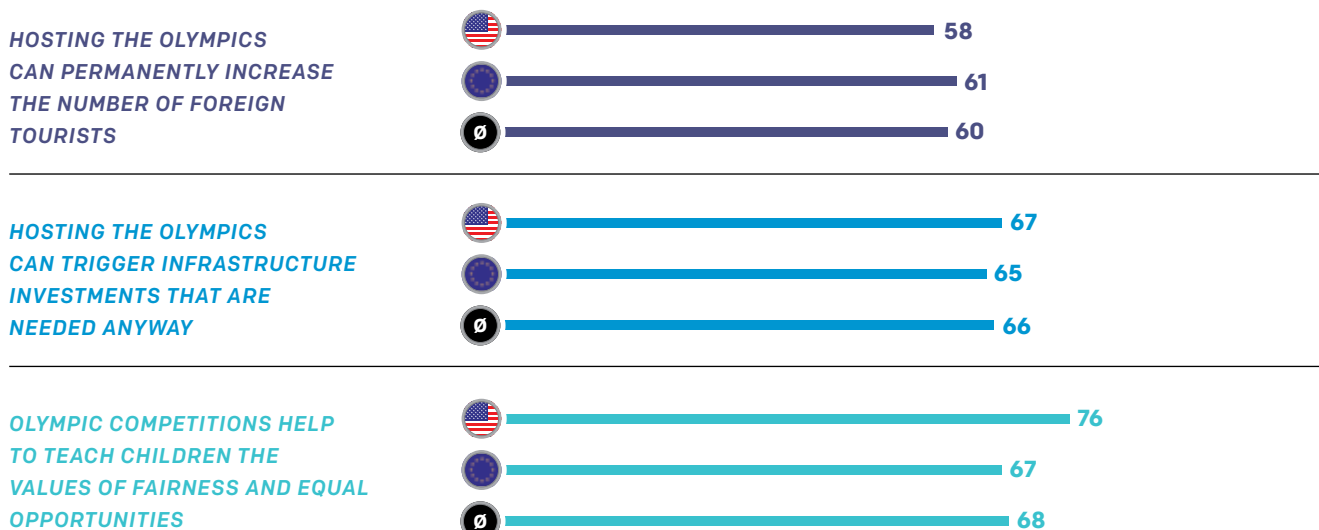
The representative survey results enable us to look at commonalities and differences in the perception of 700 million citizens in countries that have hosted the Olympics in the near past (e.g., the UK) or are possibly looking forward to becoming the host in the near future (e.g., Poland). Overall, we identified the three groups of Supporters, the Undecided, and Opponents of hosting the Olympics and looked at how communication, campaigning and mobilization strategies need to be aligned to the various needs of each group.

Although our findings should help to refine PR measures and campaigns, they cannot and should not provide a ready-to-implement blueprint for applicant cities. Despite the wide-ranging commonalities identified, country specifics such as economic power, welfare, general health, etc., play a major role in the respective perception of the Olympics. While, for instance, the promotion of their country's reputation

is least important for Norwegians when thinking about hosting the Olympics, residents of Greece and the UK consider this factor most important (see p. 42-45). Similar contrasts occur when we look at the impact of classical media (i.e. print, TV, and radio) on opinion formation: Almost two thirds of the Polish people find that classical media shapes their opinion on hosting the Olympics, but only about one third of the Swedish people feel the same.

A necessary condition for the successful and sustainable hosting of the Olympic Games is a certain consent among Supporters and Opponents and a willingness to share and exchange ideas on how to host the Olympics. We hope to contribute to a more objective discussion. Drawing on the Nelson Mandela quote "*Resentment is like drinking poison and then hoping it will kill your enemies*", we believe that a constructive and fact-based dialogue between Supporters and Opponents of the Olympics will be beneficial – for themselves, global sports, and our societies as major stakeholders in future sport mega-events.

FIG. 5.1  
% OF PEOPLE WHO THINK THAT





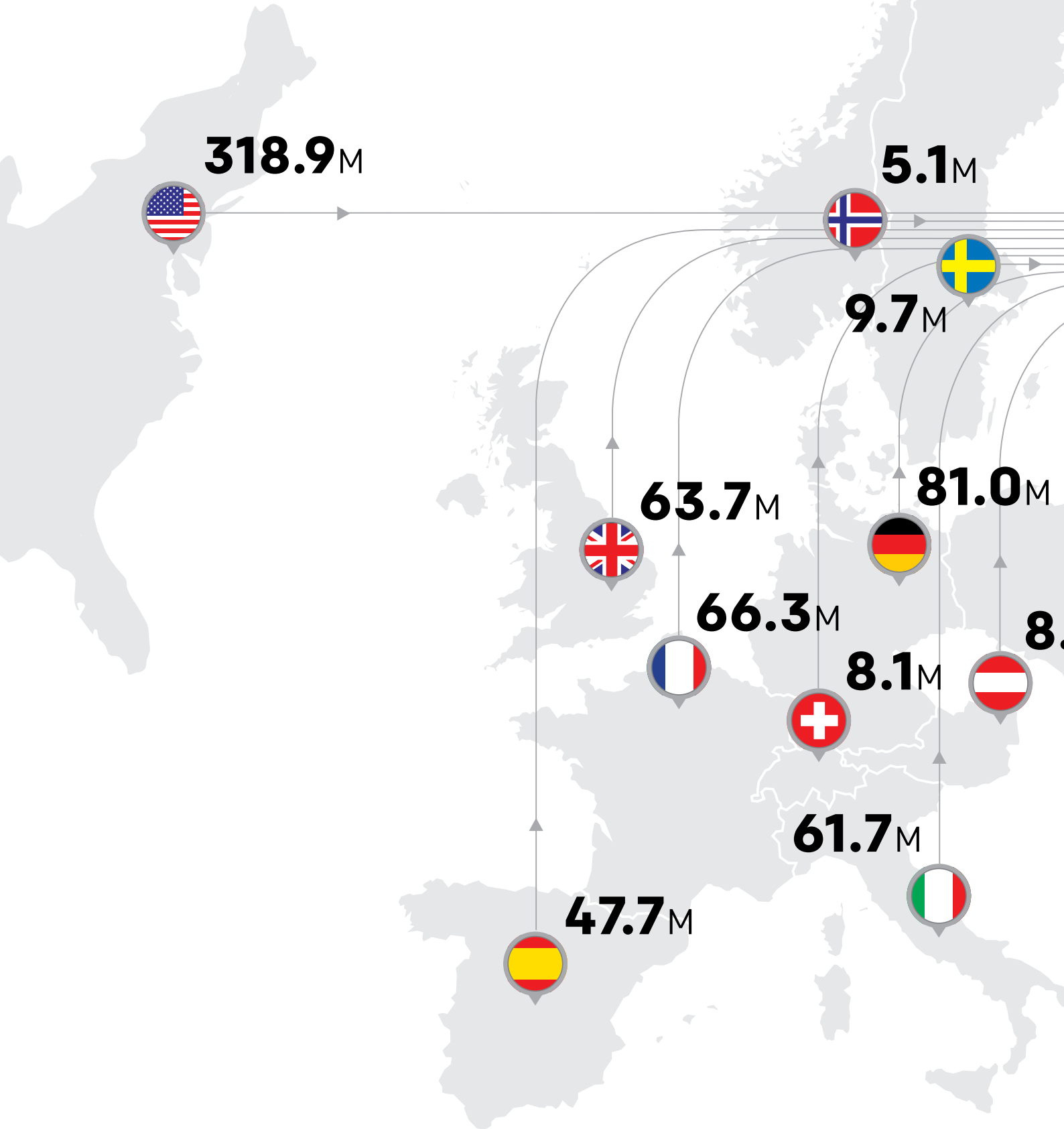


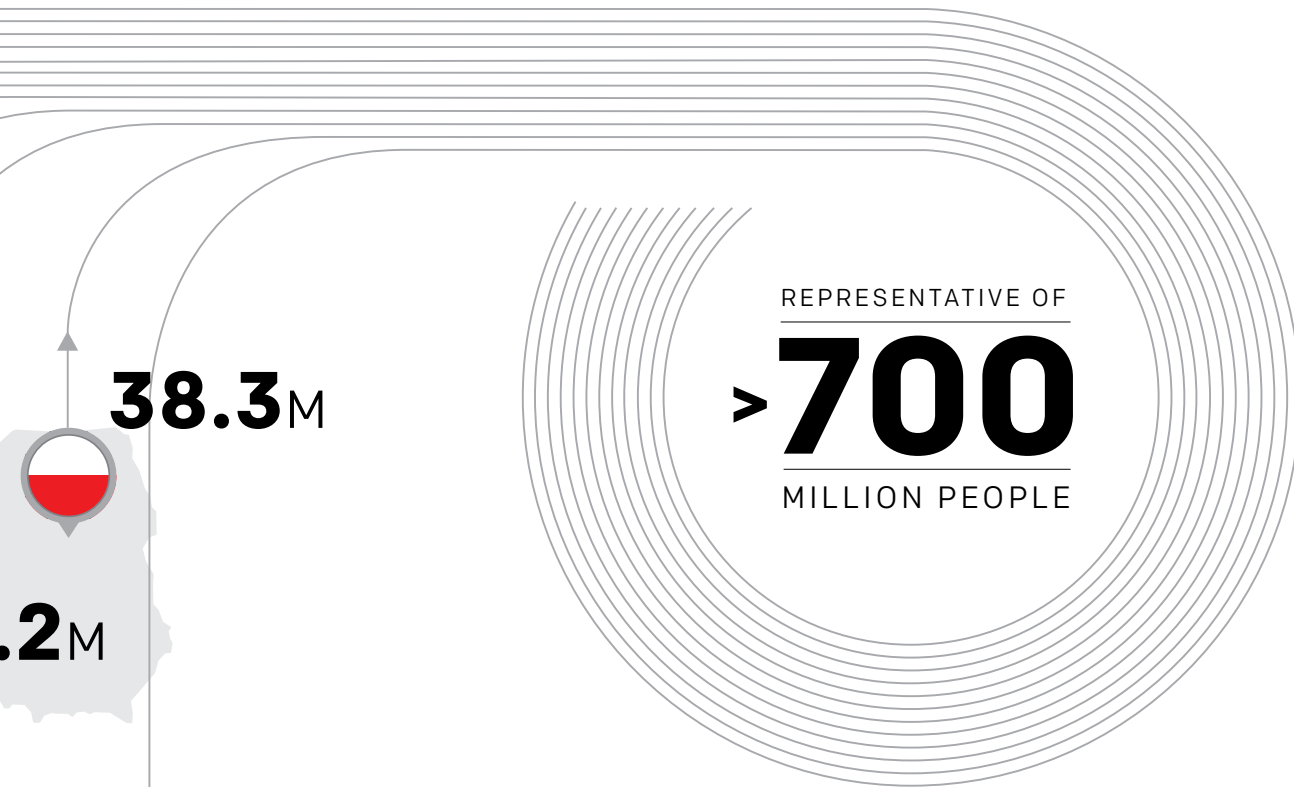




## RESEARCH DESIGN AND METHODOLOGY

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## OVERVIEW

**THE LARGE-SCALE, REPRESENTATIVE CAMP BECKENBAUER SURVEY WAS CONDUCTED BETWEEN MARCH AND APRIL 2015 IN THE UNITED STATES OF AMERICA AND ELEVEN EUROPEAN COUNTRIES, I.E. AUSTRIA, SWITZERLAND, SPAIN, FRANCE, GERMANY, GREECE, ITALY, NORWAY, POLAND, SWEDEN, AND THE UNITED KINGDOM OF GREAT BRITAIN AND IRELAND.**

These twelve countries were selected based on a two-step procedure, first considering whether a country 1) was located in Europe or the USA, 2) had at least a "flawed democracy" according to the Democracy Index 2013 (EIU, 2015) and 3) was associated with an application for or hosted the Summer or Winter Olympic Games between 1995 and 2015 (Gamebids, 2015).

In a second step, eleven out of fifteen remaining European countries were selected due to their higher gross domestic product (GDP) in purchasing power parity (PPP) in US Dollars for 2015 (CIA, 2015).

The CAMP BECKENBAUER survey questionnaire contained 33 pre-tested questions, with an emphasis on attitudes and behavioral intentions toward both the Olympic Games and the preceding Olympic bid process. Using a standard *forward-backward* translation procedure, the German language version of the questionnaire was translated into English (American/British), French, Greek, Italian, Norwegian, Polish, Spanish, and Swedish by a professional translation agency. The survey was administered online through Repucom (Cologne, Germany) and took between 10 and 15 minutes to complete.

# SAMPLE STRUCTURE AND REPRESENTATIVENESS

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## **OVERALL, 12,000 CITIZENS COMPLETED THE QUESTIONNAIRE. RESPONDENTS WERE REPRESENTATIVE OF THE RESPECTIVE COUNTRY'S POPULATION (N = 1,000) IN TERMS OF AGE, GENDER, AND GEOGRAPHIC LOCATION.**

As for all surveys conducted online, the results may underrepresent the attitude and habits of those citizens who are not online. On average, survey respondents were 41 years old ( $M = 41.09$ ,  $SD = 13.30$ ), with age ranging between 16 and 65. Further, the final sample consisted of slightly more male (50.12%) than female (49.88%) respondents. The vast majority of respondents (95.57%) were citizens of the respective country and either in a relationship (25.29%) or married (40.81%). Details on the sample structure for each country are provided in the chapter *Country profiles - Detailed view* and upon request.

## DESCRIPTION OF KEY VARIABLES

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### **SUPPORT OF HOSTING THE OLYMPIC GAMES IN THE RESPONDENT'S COUNTRY OF RESIDENCE**

Support of hosting the Olympic Games in the respondent's country of residence, our key dependent variable, was measured by a single variable using an interval scale. Specifically, respondents were asked to express their level of agreement with the statement: *"I am in support of hosting the Olympic Games in [country]"*. The response categories ranged from *"I strongly disagree"* (1) to *"I fully agree"* (5). For further analysis, this variable was used to establish three different groups of citizens, Supporters (4/5), Undecided (3) and Opponents (1/2). For detailed group profiles, see chapter *Details on key analyses*.

### **HAPPINESS FROM HOSTING THE OLYMPIC GAMES**

Literature on happiness, frequently referred to as subjective well-being, reveals that there is no definite happiness scale (Dolan, Peasgood, & White, 2008). Most scales vary greatly in terms of number of items and inclusion of a (neutral) middle option (see for example World Values Survey Association, 2012). Since we were, however, interested in whether living in a hosting nation would make respondents happier (rather than whether respondents were happy), we decided to use a 5-point Likert-type scale, including a neutral midpoint. Specifically, we asked survey participants whether (or not) they would agree with the statement: *"Hosting the Olympic Games in [country] would make me happier"*. The response categories ranged from *"I strongly disagree"* (1) to *"I fully agree"* (5).

### **SOCIAL CONFIRMATION**

Opinions and judgements are often influenced by an individual's social environment (see for example, Nickerson, 1998). Therefore, we included a question controlling for such an effect. To do so, we asked survey respondents whether they would agree with the statement: *"The majority of my friends and acquaintances think that hosting the Olympic Games in [country] is a good idea and they would support it"*. The response categories ranged from *"I strongly disagree"* (1) to *"I fully agree"* (5).

### **IDENTIFICATION WITH HOSTING THE OLYMPICS**

According to social identity theory (see, e.g., Tajfel, 1974, 1978, 1982; Tajfel & Turner, 1985; Turner, 1975) an individual's self-concept not only consists of a personal identity containing idiosyncratic characteristics, but also of a social identity derived from the affiliation with social groups such as age cohort, gender, or organizational membership (Mael & Ashforth, 1992).

In this context, organizational identification (OI) reflects the degree to which an individual affiliates himself with a particular organization. Noticeably, the concept of OI can be applied to both internal and external stakeholders and, therefore, allows usually unassociated individuals (e.g., customers and fans) to indirectly participate in organizational achievements (see, e.g., Katz & Kahn, 1978; Mael & Ashforth, 1992). Typically, the more an individual identifies with a particular group, the more she/he experiences the successes/failures of the respective group as her/his own (Foote, 1951; Tolman, 1943).

To account for a respondent's level of identification with hosting the Olympics, our identification measure is largely based on a well-established reflective construct, which is composed of an average of six items measuring the extent to which an individual identifies with an organization, a team, etc. (Mael & Ashforth, 1992; Bhattacharya, Rao, & Glynn, 1995; Ngan, Prendergast, & Tsang, 2011; Hoegel, Schmidt, & Torgler, 2014). All six items reflect statements such as *"If someone criticized [country] as host of the Olympic Games, it would feel like a personal insult"* or *"A successful hosting of the Olympic Games in [country] would feel like a personal success"*. All statements had to be assessed on a 5-point Likert scale. For our sample, the construct is sufficiently reliable with a Cronbach's alpha of 0.88 (Churchill, 1979).

### **SOCIO-DEMOGRAPHIC INFORMATION**

Despite the brevity of the questionnaire, our survey instrument includes a long list of socio-demographic control variables including, among others, respondent's age, gender, and citizenship. Evidence on the effect of such factors is mixed (Frey & Stutzer, 2002; Atkinson et al., 2008; Coates & Wicker, 2015; Preuß & Werkmann,

2011; Walton, Longo, & Dawson, 2007). Furthermore, in order to control for country-specific differences in education and household net income, the questions on both respondents' level of education and the disposable household net income were tailored to each country. For example, the educational categories respondents from Germany could choose from were: "Kein Abschluss", "Volks-/Hauptschule", "Mittlere Reife", "Abitur", "Bachelor", "Master/ Diplom/Magister/Staatsexamen", and "Promotion". Respondents from France were able to choose from the education options: "École primaire", "Collège", "Lycée d'enseignement général et technologique", "Lycée professionnel", "Études supérieures courtes (Bac +2)", "Études supérieures longues (Bac +3/4/5 – Grandes écoles/Universités)", and "Doctorat/ Post-doctorat". Categories for household net income accounted for differences in currencies, e.g., Norwegian Krone vs. US Dollar vs. Euro, and income groups. In order to allow cross-country comparisons, both educational and income level were grouped into three categories (low, medium, and high) to properly reflect the distribution within a specific country (details available upon request).

## FURTHER VARIABLES

In order to characterize Supporters, the Undecided, and Opponents, we collected data on existing memberships in non-profit organizations, individual's information-seeking behavior, political orientation, subjective well-being, self-rated health, and trust in society.

To qualify a membership in non-profit organizations, respondents were able to choose from a list of 14 alternatives (see Table 6.1).

Information-seeking behavior was captured through four different items:

**1** General importance of becoming a host of the Olympic Games ("Hosting the Olympic Games in [country] is very important to me personally");

**2** Time constraints ("I do not have enough time to deal intensely with the pros and contras of hosting the Olympic Games in [country]");

**3** Little interest ("I am not very interested in the Olympic Games, therefore, I would not deal intensely with any arguments relating to the Olympic Games in [country]");

**4** Level of sport news consumption ("How many times per week do you follow sports news in the media?").

While the first three items were rated on a Likert-type scale ranging from "I strongly disagree" (1) to "I fully agree" (5), the fourth item was based on an ordinal scale ranging from "I do not follow any sports in the media" (1) to "daily" (9).

Political orientation was measured two-fold. On the one hand, we asked for respondents' general political orientation ("In general, what is your political orientation?"). Using the established scale from YourMorals (2015), respondents were able to choose between "Very left", "Left", "Slightly left", "Moderate", "Slightly conservative", "Conservative", "Very conservative", "Libertarian", and "Others". Afterwards, we recoded all answers into a dummy variable that took the value of one if a political orientation ranged between "Left" and "Conservative" or "Libertarian" to denote a rather conventional political view. The dummy variable

took the value of zero if respondents chose other options to denote a rather extreme or unconventional political view. Furthermore, we controlled for the respondents' conception of democracy ("Personally, it is important to me that elected politicians and not the [country's] population decide whether the Olympic Games will be held in [country] or not" / "I strongly disagree" (1) to "I fully agree" (5)). The latter variable was called *empowering*.

In accordance with the World Values Survey (WVS, 2015), subjective well-being (happiness) was measured by one item ("Taking all things together, would you say you are..."), with response categories ranging from "not happy at all" (1) to "very happy" (4). Similarly, respondents' self-rated health ("All in all, how would you describe your state of health these days?") was measured with response categories ranging from "very bad" (1) to "very good" (5).

Finally, as a measure of trust, respondents were asked "Generally speaking, would you say that most people can be trusted or that you need to be very careful in dealing with people?". Response categories ranged from "you need to be very careful" (1) to "most people can be trusted" (5).

TABLE 6.1  
ACTIVE MEMBERSHIPS IN ORGANIZATIONS

ACTIVE MEMBERSHIPS (IN %)	SUPPORTERS	UNDECIDED	OPPONENTS
Social support services for elderly people, disabled people, or disadvantaged people (*)	11.03	6.71	7.77
Church or religious organizations (*)	15.29	11.14	9.91
Organizations/federations for education, art, music, and cultural activities (*)	12.83	9.03	12.32
Trade union	7.92	6.10	7.40
Political party or political movement (*)	5.66	2.75	5.67
Local initiatives against poverty, unemployment, bad living situations (*)	7.77	3.53	6.25
Human rights organizations (*)	6.72	2.96	5.02
Nature protection, environmental organizations, ecology, animal protection (*)	10.71	6.85	9.61
Trade associations (*)	7.74	4.18	5.80
Youth work (e.g., boy/girl scouts, youth clubs) (*)	7.39	4.00	4.45
Sports clubs (*)	25.52	16.03	16.84
Women's groups (*)	5.42	3.14	3.43
Peace movements (*)	4.03	1.89	2.04
Relief organizations (*)	6.41	4.71	4.96

Abbreviations and notes: (\*) Significant group differences ( $p < 0.001$ ).

# DETAILS ON KEY ANALYSES

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## HAPPINESS GAINS FROM HOSTING THE OLYMPICS

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Overall, roughly 27% of our 12,000 survey participants agreed with the statement “Hosting the Olympic Games in [country] would make me happier”; this corresponds to a value of ca. 2.8 (M = 2.75; SD = 1.21) on a 5-point Likert-type scale.

The level of agreement to this statement not only varied significantly between Opponents (M = 1.52; SD = 0.82), the Undecided (M = 2.48; SD = 0.89), and Supporters (M = 3.45; SD = 0.95), but also between countries (F(11, 11,988) = 44.61,  $p < 0.001$ ). For example, the highest support was demonstrated in the United States (M = 3.24; SD = 1.07), Italy (M = 3.10; SD = 1.15), and the United Kingdom (M = 3.07; SD = 1.13), while the support in Germany (M = 2.60; SD = 1.18), Austria (M = 2.36; SD = 1.19), and Norway (M = 2.20; SD = 1.15) marks the end of the spectrum.

Notwithstanding the important role of country characteristics in a respondent's level of agreement with the statement mentioned above, ordinary least squares with White (1980) standard errors robust to heteroscedasticity reveal a strong and significant effect of identification with hosting the Olympics on expected happiness.

We find that the observed relationship is not only robust to the inclusion of further explanatory controls (e.g., age, gender, information-seeking behavior), but also across all twelve countries. More precisely, *ceteris paribus*, moving from the lowest possible identification value in our full dataset (1) to the highest (5), we observe similar effects in all subsets: Norway (+1.96), Spain (+1.67), Austria (+1.63), Sweden (+1.64), Switzerland (+1.53), Poland (+1.42), Germany (+1.39), Greece (+1.19), USA (+1.09), United Kingdom (+1.05), Italy (+0.95), and France (+0.95). It is therefore no surprise that the level of identification alone explains roughly 41% of the total variance in our dependent variable.

While we found a similar effect with regard to social conformation, socio-demographic information as well as respondent's self-reported level of subjective well-being, trust, and health offer little (if any) explanatory power.

## CHARACTERIZATION OF SUPPORTERS, THE UNDECIDED, AND OPPONENTS

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In order to characterize Supporters, the Undecided, and Opponents, a discriminant analysis was conducted. Discriminant analysis allows to estimate functions classifying individuals into different groups or, if the groups are known *a priori*, the identification of variables that are most important for the classification of groups (Afifi, May, & Clark, 2011).

As a first step, we performed checks on variable ratios, which all exceeded necessary thresholds (see for example Swanson & Holton, 2005; Morgan, 2013). The ratio of valid observations (12,000) to independent variables (20) was 600:1 and thus above a threshold of 20:1. The ratio of the number of observations in the smallest group (Undecided with 2,801 observations) also exceeded the number of independent variables (20).

We then used a stepwise procedure to estimate the discriminant functions using the statistical software SPSS. The measure of distance selected was Mahalanobi's distance. Four variables exceeded the threshold we had chosen for the stepwise procedure (maximum significance of F to enter: 0.05) and were not included in the final model: Trust, household size, active sports participation, and optimism of respondents. This resulted in 16 remaining independent variables to characterize Supporters, the Undecided, and Opponents: Confirmation, identification with the hosting, active membership in non-profit organization(s), empowering, gender, age,

time constraints, sport news consumption, citizenship, little interest, education, happiness, importance, household net income, political orientation, and self-rated health (ordered based on step to enter the model in stepwise procedure).

The estimated canonical discriminant functions of the model are statistically significant (Wilks' Lambda: 0.461 and 0.962;  $p < 0.000$  and  $p < 0.000$ , respectively). The model is capable of correctly categorizing 72% of the survey respondents as Supporters, the Undecided, or Opponents based on their characteristics only, whereas academic conventions based on probability theory would have only required around 48% (proportional by-chance accuracy rate plus 25%; prior probabilities for Supporters, the Undecided, and Opponents: 0.245, 0.233, and 0.521). The model is therefore useful for characterization purposes. Details on the characterization are provided in the following subchapters and Table 6.2.

### **SUPPORTERS**

Summarized in Table 6.2, Supporters were, on average, 41 years old (M = 40.54, SD = 13.25) and composed of almost equal parts male (52.21%) and female (47.79%). However, compared to both the Undecided (43.66%) and Opponents (51.79%), Supporters were the group with the highest relative share of male respondents. Furthermore, individuals in this group have the highest relative share of high household net income (28.69%) and higher education (49.22%).

This might be one reason why Supporters were also the happiest of all three groups in our sample (e.g., Blanchflower & Oswald, 2004; Helliwell, 2003). Specifically, Supporters (M = 2.93, SD = 0.64) reported a significantly higher level of subjective well-being compared to the Undecided (M = 2.80, SD = 0.66;  $t(9,052) = 8.71$ ,  $p < 0.001$ ) and Opponents (M = 2.73, SD = 0.72;  $t(9,197) = 13.17$ ,  $p < 0.001$ ). In addition, they also perceive signi-



ificantly higher levels of health ( $M = 3.84$ ,  $SD = 0.85$ ) compared to Opponents ( $M = 3.65$ ,  $SD = 0.92$ ;  $t(9,197) = 10.05$ ,  $p > 0.001$ ).

Supporters ( $M = 3.90$ ,  $SD = 0.76$ ) also reported a significantly higher level of social confirmation by friends and/or acquaintance compared to both the Undecided ( $M = 3.01$ ,  $SD = 0.70$ ;  $t(9,052) = 51.83$ ,  $p < 0.001$ ) and Opponents ( $M = 2.14$ ,  $SD = 0.95$ ;  $t(9,197) = 94.30$ ,  $p < 0.001$ ) and reported significantly more active memberships ( $M = 1.34$ ,  $SD = 2.09$ ) compared to both the Undecided ( $M = 0.83$ ,  $SD = 1.42$ ;  $t(9,052) = 11.82$ ,  $p < 0.001$ ) and Opponents ( $M = 1.01$ ,  $SD = 1.64$ ;  $t(9,197) = 7.52$ ,  $p < 0.001$ ). Furthermore, Supporters ( $M = 3.21$ ,  $SD = 0.86$ ) reported a significantly higher level of identification with hosting the Olympics than both the Undecided ( $M = 2.55$ ,  $SD = 0.78$ ;  $t(9,052) = 34.51$ ,  $p < 0.001$ ) and Opponents ( $M = 1.97$ ,  $SD = 0.79$ ;  $t(9,197) = 65.90$ ,  $p < 0.001$ ). Supporters were also ( $M = 2.52$ ,  $SD = 1.16$ ) significantly less disinterested in

the Olympic Games (and, therefore, more often dealt intensely with any arguments relating to the Olympic Games) than the Undecided ( $M = 3.29$ ,  $SD = 1.16$ ;  $t(9,052) = -29.46$ ,  $p < 0.001$ ) and Opponents ( $M = 3.31$ ,  $SD = 1.32$ ;  $t(9,197) = -28.95$ ,  $p < 0.001$ ). Finally, Supporters were the group with the lowest relative share of political opinions outside of the conventional left-to-right political spectrum (21.88%).

### THE UNDECIDED

Summarized in Table 6.2, the Undecided were, on average, 40 years old ( $M = 40.43$ ,  $SD = 13.38$ ) and the group with the highest relative share of female respondents (56.33%) compared to Supporters (47.78%) and Opponents (48.20%). The Undecided also reported that they have significantly less time to gather information regarding an Olympic bid ( $M = 3.21$ ,  $SD = 0.99$ ) than Supporters ( $M = 2.99$ ,  $SD = 1.10$ ,  $t(9,052) =$

$8.83$ ,  $p < 0.0001$ ) and Opponents ( $M = 3.03$ ,  $SD = 1.22$ ;  $t(5,745) = 6.26$ ,  $p < 0.0001$ ).

### OPPONENTS

Summarized in Table 6.2, Opponents were, on average, significantly older than the Undecided ( $M = 40.43$ ,  $SD = 13.38$ ;  $t(5,745) = 7.02$ ,  $p < 0.001$ ) and Supporters ( $M = 40.54$ ;  $SD = 13.25$ ;  $t(9,197) = 7.93$ ,  $p < 0.001$ ). Furthermore, for Opponents ( $M = 2.10$ ,  $SD = 1.25$ ) hosting the Olympics is significantly less important than for the Undecided ( $M = 2.47$ ,  $SD = 1.00$ ;  $t(5,745) = -12.18$ ,  $p < 0.001$ ) and Supporters ( $M = 3.36$ ,  $SD = 1.03$ ;  $t(9,052) = -38.06$ ,  $p < 0.001$ ). Finally, Opponents ( $M = 1.97$ ,  $SD = 1.26$ ) disagree significantly more often with the statement that it is important that elected politicians and not the population decide whether the Olympic Games will be held in their country than the Undecided ( $M = 2.44$ ,  $SD = 1.09$ ;  $t(5,745) = -15.13$ ,  $p < 0.001$ ) and Supporters ( $M = 2.65$ ;  $SD = 1.23$ ;  $t(9,197) = -24.43$ ,  $p < 0.001$ ).

TABLE 6.2  
SUMMARY STATISTICS ON SUPPORTERS, THE UNDECIDED, AND OPPONENTS

VARIABLES	DESCRIPTION	SUPPORTERS	UNDECIDED	OPPONENTS
Age	Respondent's age (in years)	40.54	40.43	42.89
Gender <sup>1</sup>	Respondent's gender (Male = 1; otherwise = 0)	0.52	0.43	0.51
Citizenship <sup>1</sup>	Respondent holds citizenship of respective country (Yes = 1; 0)	0.96	0.95	0.97
<b>Household net income</b>				
Group middle <sup>1</sup>	Respondent's household has an average net income (Yes = 1; 0)	0.38	0.36	0.35
Group high <sup>1</sup>	Respondent's household has a high net income (Yes = 1; 0)	0.28	0.22	0.25
<b>Education</b>				
Group middle <sup>1</sup>	Respondent's level of education was average (Yes = 1; 0)	0.40	0.44	0.42
Group high <sup>1</sup>	Respondent's level of education was high (Yes = 1; 0)	0.49	0.41	0.44
<b>Information-seeking behavior</b>				
Time constraints	Respondent's level of being time-constrained	2.99	3.21	3.03
Sport news consumption <sup>1</sup>	Respondent follows sports news on a daily basis	0.36	0.17	0.21
Little interest	Respondent's level of not being interested	2.52	3.29	3.31
<b>Other</b>				
Social confirmation	Respondent's perception of friends' opinion about hosting	3.90	3.01	2.14
Identification with the hosting	Respondent's level of identification with the hosting	3.21	2.55	1.97
Importance	Importance of hosting question to respondent	3.36	2.47	2.10
Active membership	Respondent's number of active memberships in non-profits	1.34	0.83	1.01
Empowering	Respondent's view on letting politicians decide	2.65	2.44	1.97
Happiness	Respondent's reported level of happiness	2.93	2.80	2.73
Political opinion	Respondent's orientation toward extremes/ other political views	0.21	0.31	0.31
Health	Respondent's reported level of health	3.65	3.69	3.65

Abbreviations and notes: <sup>1</sup> Dummy variable (in case of household net income and education only used for illustration purposes; actual discriminant analysis based on overall group variable).

# COUNTRY PROFILES – AT A GLANCE

● SUPPORTERS ● UNDECIDED ● OPPONENTS

## AUSTRIA

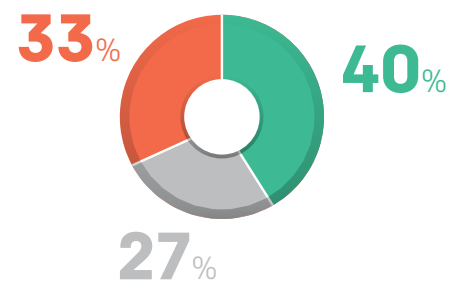


Austrians are not big fans of campaigns about the Olympics: 25% neither consider campaigns of Supporters nor of Opponents.

### TOP VS BOTTOM FACTORS

- 1 No disadvantages for population
- 2 Transparency about expenditures
- 3 No environmental damage
- 8 Promotion of country's reputation
- 9 Promotion of sports culture
- 10 Promotion of sense of community

### SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



## FRANCE

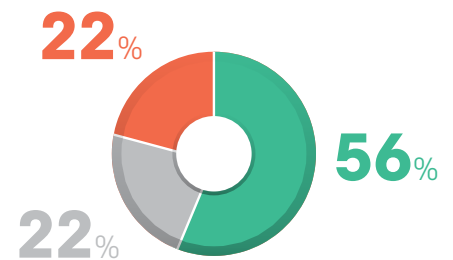


France has the biggest age gap when it comes to Supporters: 65% below 25 years vs. only 47% above 59 years would support a hosting.

### TOP VS BOTTOM FACTORS

- 1 Sustainable use of infrastructure
- 2 Transparency about expenditures
- 3 No environmental damage
- 8 Promotion of sports culture
- 9 Fair distribution of revenue... \*
- 10 Promotion of sense of community

### SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



## GERMANY

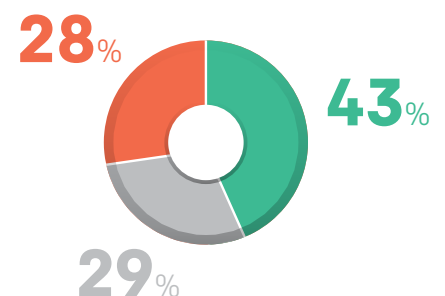


Germans with less education have a harder time deciding: 36% with lowest school degree vs. 24% with university degree are undecided about hosting the Olympics.

### TOP VS BOTTOM FACTORS

- 1 No disadvantages for population
- 2 No extra costs to taxpayers
- 3 Transparency about expenditures
- 8 Economic impulses for population
- 9 Promotion of sports culture
- 10 Promotion of sense of community

### SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



\* Fair distribution of revenue and expenditure between public sector and sports associations

GREECE

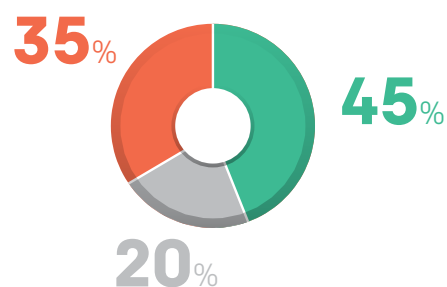


Facebook and Twitter have a stronger impact on the Greek opinions about the Olympics than classical media.

TOP VS BOTTOM FACTORS

- 1 Promotion of country's reputation
- 2 Promotion of sports culture
- 3 Promotion of sense of community
- 8 Transparency about expenditures
- 9 No extra costs to taxpayers
- 10 Fair distribution of revenue... \*

SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



ITALY

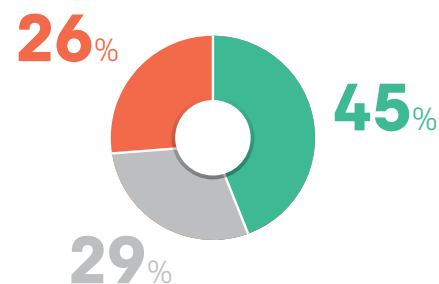


Italy is the world champion in terms of being undecided about hosting the Olympics.

TOP VS BOTTOM FACTORS

- 1 No extra costs to taxpayers
- 2 Transparency about expenditures
- 3 No environmental damage
- 8 Promotion of country's reputation
- 9 Promotion of sports culture
- 10 Promotion of sense of community

SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



NORWAY

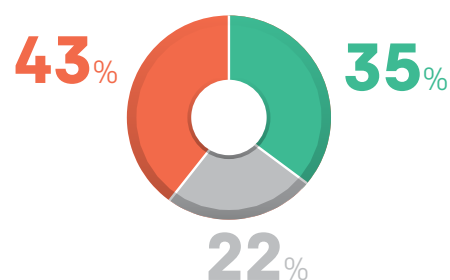


Norway is the only country where more people are against than in favor of hosting the Olympics.

TOP VS BOTTOM FACTORS

- 1 No extra costs to taxpayers
- 2 No disadvantages for population
- 3 Sustainable use of infrastructure
- 8 Promotion of sports culture
- 9 Promotion of sense of community
- 10 Promotion of country's reputation

SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



# COUNTRY PROFILES – AT A GLANCE

● SUPPORTERS ● UNDECIDED ● OPPONENTS

## POLAND

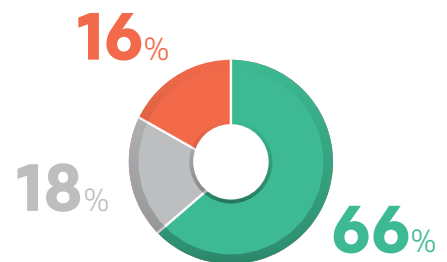


Three quarters of the Polish would be proud if their country hosts the Olympics - more than anywhere else.

### TOP VS BOTTOM FACTORS

- 1 Sustainable use of infrastructure
- 2 No extra costs to taxpayers
- 3 Transparency about expenditures
- 8 Economic impulses for population
- 9 Fair distribution of revenue... \*
- 10 Promotion of sense of community

### SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



## SPAIN

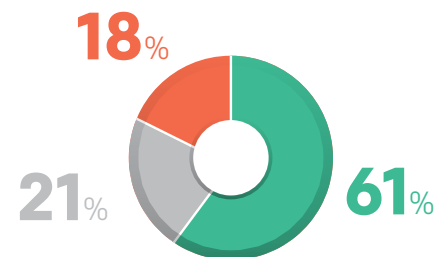


The older Spanish citizens are, the more they are in favor of hosting the Olympics.

### TOP VS BOTTOM FACTORS

- 1 Transparency about expenditures
- 2 No extra costs to taxpayers
- 3 Sustainable use of infrastructure
- 8 Promotion of sports culture
- 9 Promotion of country's reputation
- 10 Promotion of sense of community

### SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



## SWEDEN

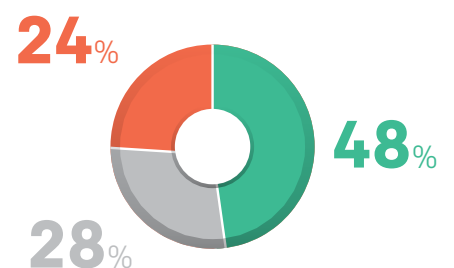


Only 16% of the Swedes believe that modern internet media has an impact on their opinion about hosting the Olympics.

### TOP VS BOTTOM FACTORS

- 1 No disadvantages for population
- 2 No extra costs to taxpayers
- 3 No environmental damage
- 8 Promotion of country's reputation
- 9 Promotion of sense of community
- 10 Economic impulses for population

### SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



\* Fair distribution of revenue and expenditure between public sector and sports associations

SWITZERLAND

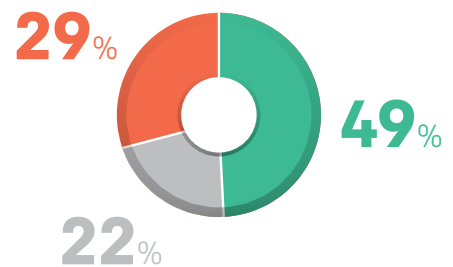


The Swiss also fancy direct democracy when it comes to the Olympics: Only 12% want to let politicians decide about a hosting.

TOP VS BOTTOM FACTORS

- 1 *Transparency about expenditures*
- 2 *No disadvantages for population*
- 3 *Sustainable use of infrastructure*
- 8 *Economic impulses for population*
- 9 *Promotion of sports culture*
- 10 *Promotion of sense of community*

SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



UK

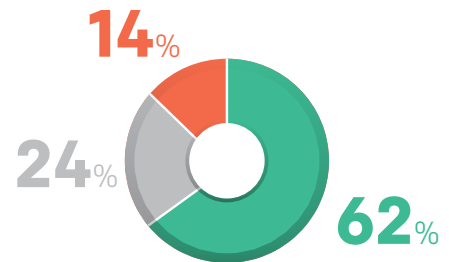


44% of the British find it important that tax money is used to ensure a solid financing for hosting the Olympics.

TOP VS BOTTOM FACTORS

- 1 *Promotion of country's reputation*
- 2 *Promotion of sports culture*
- 3 *Sustainable use of infrastructure*
- 8 *No environmental damage*
- 9 *No extra costs to taxpayers*
- 10 *Fair distribution of revenue... \**

SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



UNITED STATES

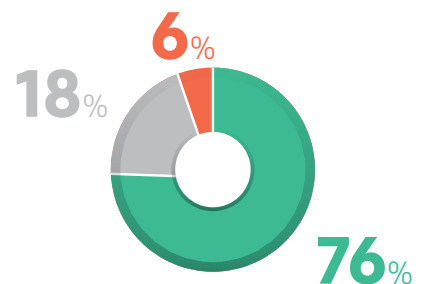


Americans are very busy: 47% do not have enough time to deal with the pros and cons of hosting the Olympics.

TOP VS BOTTOM FACTORS

- 1 *Promotion of sense of community*
- 2 *Promotion of country's reputation*
- 3 *Promotion of sports culture*
- 8 *Transparency about expenditures*
- 9 *No disadvantages for population*
- 10 *Fair distribution of revenue... \**

SUPPORT VS OPPOSITION AGAINST THE OLYMPICS



# COUNTRY PROFILES

## – DETAILED VIEW

### AUSTRIA



On average, survey respondents from Austria were 41 years old ( $M = 40.94$ ,  $SD = 13.34$ ) and composed of equal parts male and female. With less than 50% of all Austrians being Supporters (40.30%), only Norwegians showed less support for a hosting of the Olympic Games. It is therefore not surprising that the Austrian sample attributed the lowest level of importance ( $M = 2.38$ ,  $SD = 1.19$ ) to hosting the Olympics.

### FRANCE



On average, survey respondents from France were 42 years old ( $M = 41.69$ ,  $SD = 14.18$ ) and composed of almost equal parts male (49.30%) and female (50.70%). Respondents from France reported the lowest relative share of respondents being married (29.20%) and the highest share of either exotic or extreme political views (44.90%). While more than 50% of all French are in support of hosting the Olympics, the French sample comprised an almost equal number of the Undecided (21.90%) and Opponents (21.70%).

### GERMANY



On average, survey respondents from Germany were 42 years old ( $M = 41.86$ ,  $SD = 13.82$ ). Respondents from Germany ( $M = 2.40$ ,  $SD = 1.17$ ) lived in the smallest households, reported the highest relative share of divorces (7.90%), and sought comparatively less information due to little interest in the Olympic Games ( $M = 3.07$ ,  $SD = 1.27$ ). It is therefore not surprising that less than 50% of the German sample (43.30%) supported hosting the Games; this marks the third-last place behind Norway (34.70%) and Austria (40.30%). Politically, most Germans located themselves in the mid of the political spectrum (80.40%).

### GREECE



On average, survey respondents from Greece were slightly under the age of 40 years old ( $M = 39.22$ ,  $SD = 11.98$ ) and constitute the youngest subsample in the CAMP BECKENBAUER survey. The Greeks had the lowest relative share of widowed respondents (2.50%), the highest/lowest relative share of respondents in Income Group 1/3 (70.60% and 4.50%), and the highest number of active memberships in non-profit organizations ( $M = 1.65$ ,  $SD = 2.21$ ) ahead of Poland ( $M = 1.52$ ,  $SD = 2.32$ ) and the USA ( $M = 1.50$ ,  $SD = 2.40$ ). Greece showed the third-lowest relative share of the Undecided behind the USA (18.4%) and Poland (17.30%). Compared to both countries the share of Supporters is rather low (44.50%). While being the unhappiest of all twelve countries ( $M = 2.58$ ,  $SD = 0.69$ ), Greek respondents reported the highest level of health ( $M = 4.00$ ,  $SD = 0.74$ ) and advocated empowerment like no other country did ( $M = 3.00$ ,  $SD = 1.43$ ).

### ITALY



On average, survey respondents from Italy were 42 years old ( $M = 41.53$ ,  $SD = 12.13$ ). They reported the highest relative share of respondents being "separated" (2.40%), though, the lowest relative share of respondents being "divorced" (1.80%). Furthermore, roughly 30% of all Italians were Undecided (29.10%) – the highest relative share among all countries.

### NORWAY



On average, survey respondents from Norway were 42 years old ( $M = 41.84$ ,  $SD = 13.71$ ). Norway was the most opposing nation in the sample. For example, Norwegians reported the lowest level of additional happiness from hosting the Olympic Games, as well as the lowest level of identification ( $M = 2.40$ ,  $SD = 0.89$ ). Consequently, the

Norwegian sample comprised the lowest relative share of Supporters (34.70%) and the highest relative share of Opponents (42.90%). Apart from that, Norwegians reported the lowest need for social confirmation as well as the lowest relative share of daily sport news followers (12.80%).

### POLAND



On average, survey respondents from Poland were 41 years old ( $M = 40.60$ ,  $SD = 13.22$ ). Respondents from Poland reported the highest relative share of respondents with Polish citizenship (99.40%), the lowest relative share of separated (0.07%), and the highest relative share of widowed respondents (2.50%). In addition, the Polish sample was comparatively hosting-friendly. For example, Poland had the second-highest relative share of Supporters (66.40%). Furthermore, no country agreed more that hosting the Olympic Games was important to the individual ( $M = 3.19$ ,  $SD = 1.11$ ). Respondents from Poland also reported the highest relative share of daily sport news followers (40.80%).

### SPAIN



On average, survey respondents from Spain were 41 years old ( $M = 40.84$ ,  $SD = 11.64$ ) and composed of equal parts male (50.40%) and female (49.60%). Interestingly, roughly 60% of all respondents from Spain outed themselves as Supporters – the fourth highest value behind USA (75.60%), Poland (66.40%), and the UK (62.30%).

### SWEDEN



On average, survey respondents from Sweden were 41 years old ( $M = 40.86$ ,  $SD = 13.98$ ) and composed of almost equal parts male (50.80%) and female (49.20%). The Swedish reported the highest relative

share of respondents "in a relationship" (36.10%) and the lowest relative share of respondents in income group 1 (26.90%).

#### SWITZERLAND



On average, survey respondents from Switzerland were 41 years old (M = 40.61, SD = 13.41) and composed of equal parts male (50.40%) and female (49.60%). The Swiss had the lowest relative share of respondents with citizenship in their country of residence and the highest level of empowerment (M = 2.03, SD = 1.09). Similar to its neighboring country Austria, Switzerland has (slightly) less than 50% Supporters (48.50%).

#### UK



On average, survey respondents from the UK were roughly 42 years old (M = 41.56, SD = 13.95). Although respondents from the UK sought comparatively less information, probably due to time constraints (M = 3.33, SD = 1.03), more than 60% of all respondents were Supporters (62.30%). Furthermore, the UK sample reported the lowest level of self-reported health (M = 3.56, SD = 0.94).

#### UNITED STATES



On average, survey respondents from the USA were 41 years old (M = 40.89, SD = 13.86) and reported the lowest relative share of respondents "in a relationship" (11.50%). Americans reported the highest level of identification with a hosting (M = 3.12, SD = 0.88), as well as the highest expected increase in happiness from hosting the Olympics (M = 3.24, SD = 1.07). Consequently, the respective sample had the highest relative share of Supporters (75.60%) and the lowest relative share of Opponents (6.00%). In addition, Americans represented the happiest people in the entire sample (M = 3.06, SD = 0.67).

TABLE 6.3

### DETAILS ON THE IMPORTANCE RATING OF FACTORS FOR HOSTING THE OLYMPIC GAMES

SUPPORTERS				
#	VARIABLE	MEAN	STD. DEV.	COEFFICIENT OF VARIATION
1	Promotion of country's reputation	4.19	0.77	18.45
2	Sustainable use of infrastructure	4.18	0.90	21.60
3	Promotion of sports culture	4.17	0.77	18.48
4	Transparency about expenditures	4.06	1.02	25.18
5	No disadvantages for population	4.06	1.05	25.91
6	Economic impulses for population	4.03	0.86	21.35
7	No environmental damage	4.03	1.01	24.96
8	Promotion of sense of community	4.03	0.82	20.31
9	No extra costs to taxpayers	3.94	1.17	29.76
10	Fair distribution of revenue and expenditure b/w public sector and sports associations	3.91	1.00	25.52
Average		4.06	0.94	23.15
UNDECIDED				
#	VARIABLE	MEAN	STD. DEV.	COEFFICIENT OF VARIATION
1	No extra costs to taxpayers	3.85	1.28	33.27
2	No disadvantages for population	3.84	1.12	29.29
3	No environmental damage	3.83	1.09	28.48
4	Transparency about expenditures	3.75	1.13	30.00
5	Sustainable use of infrastructure	3.73	1.05	28.18
6	Promotion of country's reputation	3.47	0.86	24.86
7	Economic impulses for population	3.47	0.94	27.24
8	Fair distribution of revenue and expenditure b/w public sector and sports associations	3.46	1.04	30.18
9	Promotion of sports culture	3.45	0.84	24.31
10	Promotion of sense of community	3.31	0.88	26.65
Average		3.62	1.02	28.24
OPPONENTS				
#	VARIABLE	MEAN	STD. DEV.	COEFFICIENT OF VARIATION
1	No extra costs to taxpayers	3.88	1.57	40.55
2	No disadvantages for population	3.82	1.41	37.04
3	No environmental damage	3.80	1.40	36.73
4	Transparency about expenditures	3.75	1.50	39.91
5	Sustainable use of infrastructure	3.52	1.46	41.39
6	Fair distribution of revenue and expenditure b/w public sector and sports associations	3.13	1.42	45.34
7	Economic impulses for population	3.00	1.36	45.19
8	Promotion of sports culture	2.79	1.23	44.05
9	Promotion of country's reputation	2.78	1.24	44.62
10	Promotion of sense of community	2.57	1.20	46.76
Average		3.30	1.38	42.16

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**Images**

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**Design & Layout**

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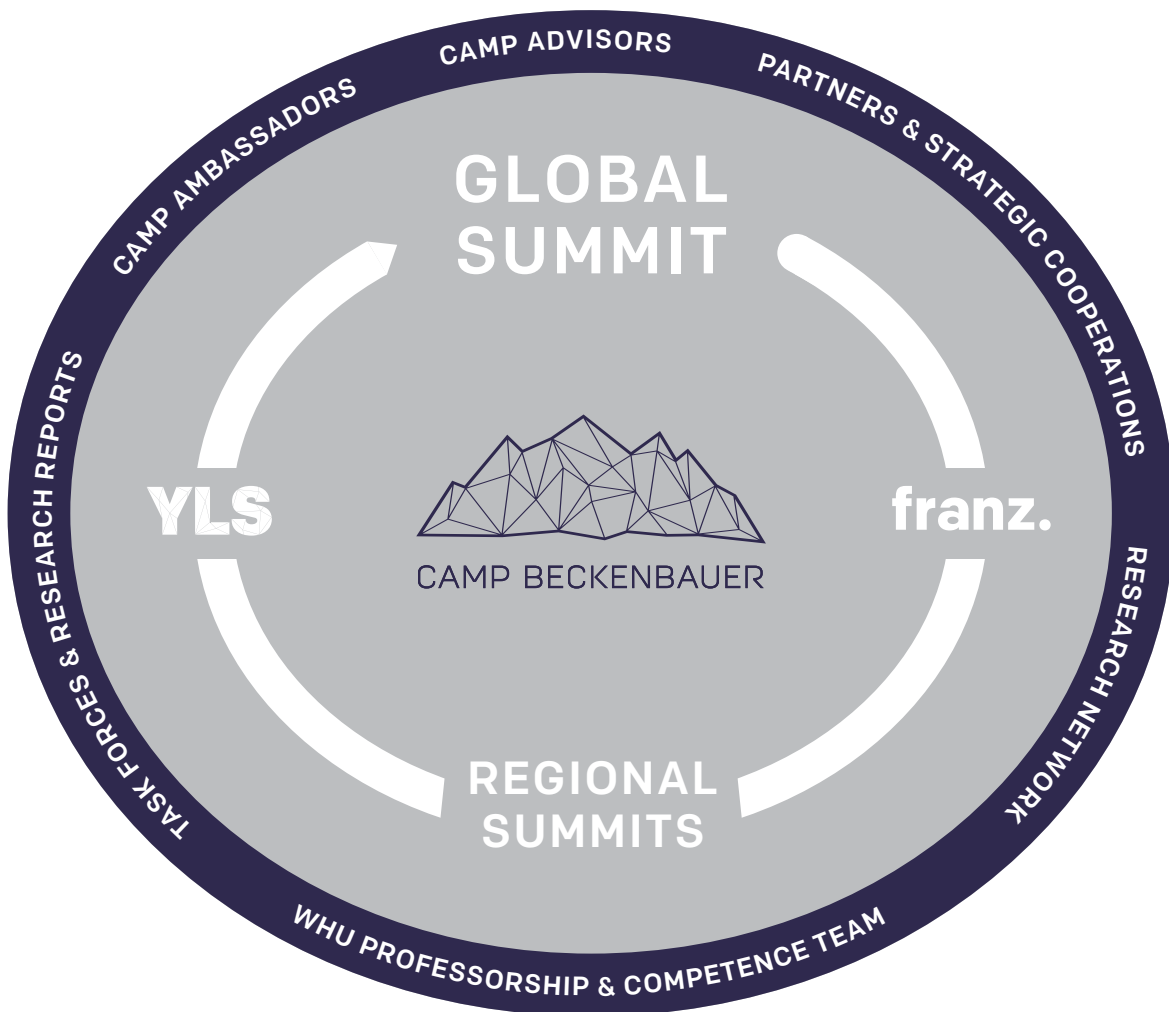
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The CAMP BECKENBAUER Competence Team at WHU would like to thank Repucom for their high-quality field-work in the course of the CAMP BECKENBAUER survey with more than 12,000 respondents in 12 countries. In particular, the valuable contributions by Philipp Kupfer, Jens Falkenau, and Markus Friedrich from Repucom were highly appreciated.



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