



ROMA

**CITTÀ CANDIDATA
GIOCHI OLIMPICI 2024**



Rome and the 2024 Olympic Games

Rome, January 19th, 2016

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SAMPLE DESIGN – 2200 interviews

This document outlines the results of the quantitative survey ran among a sample representative for the reference population, structured as follows:

NATIONAL SAMPLE : 1000 CASES

Online Interviews

Stratified by gender, age, geographical area and city size.
Balancing quotas: occupation and education level

CITIZENS OF ROME SAMPLE: 800 CASES

Online interviews

Stratified by gender, age and city of residence

CITIZENS OF THE DISTRICT OF ROME SAMPLE: 400 CASES

Online interviews

Stratified by gender, age and city of residence

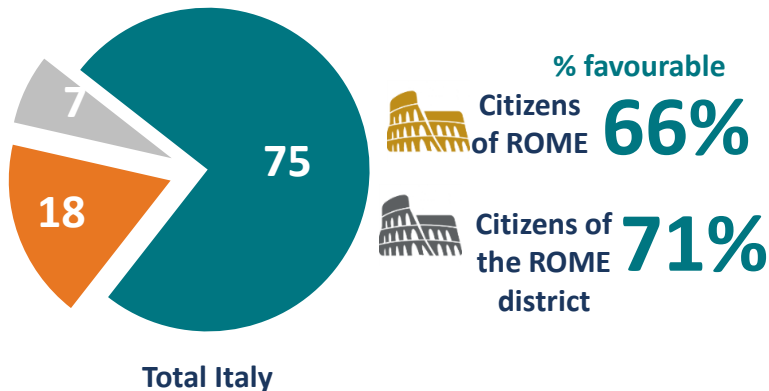




THE OVERALL PERCEPTION OF GREAT EVENTS HOSTED IN ITALY

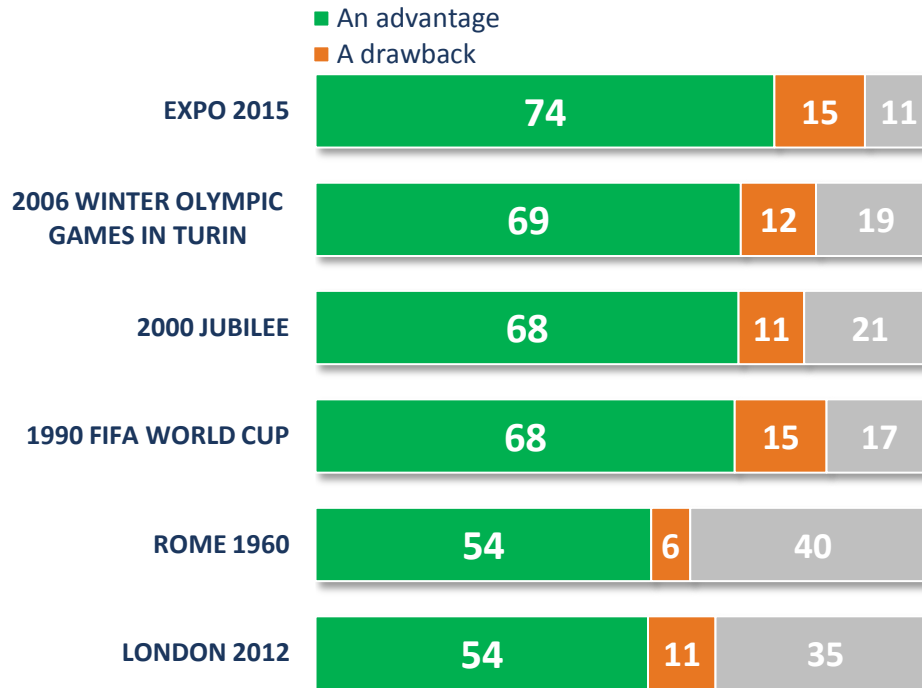
3 individuals out of 4 are in favour of hosting a great international event in Italy, thanks to the success of past experiences

When Italy is meant to host an important international event, are you generally... ?



- Favourable, I think it represents an opportunity
- Unfavourable, problems are more than benefits
- I don't know

The great events hosted in Italy (country) represented for Italy (country) itself...



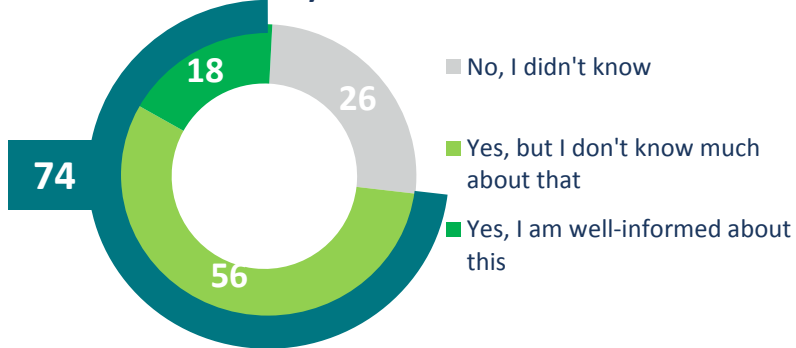
ROME AND ITS CANDIDATURE TO 2024 OLYMPIC GAMES



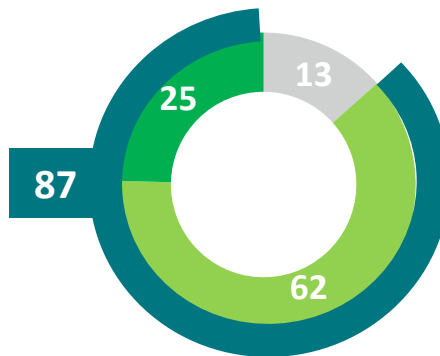
Three out of four italians would like Rome to be the location chosen for 2024 Olympic Games

Awareness Did you know that Rome is one of the candidates for 2024 Olympic Games?

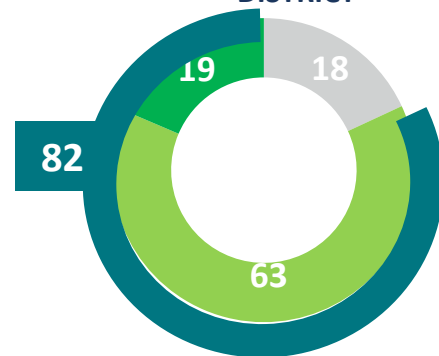
Total Italy



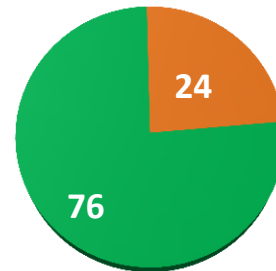
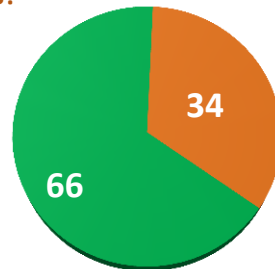
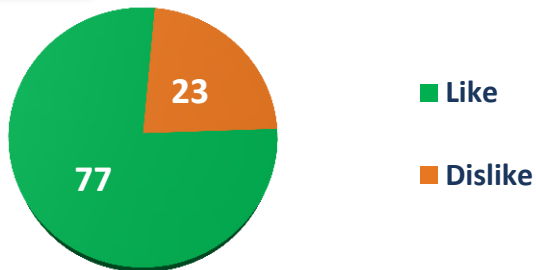
Citizens of ROME



Citizens of ROME DISTRICT

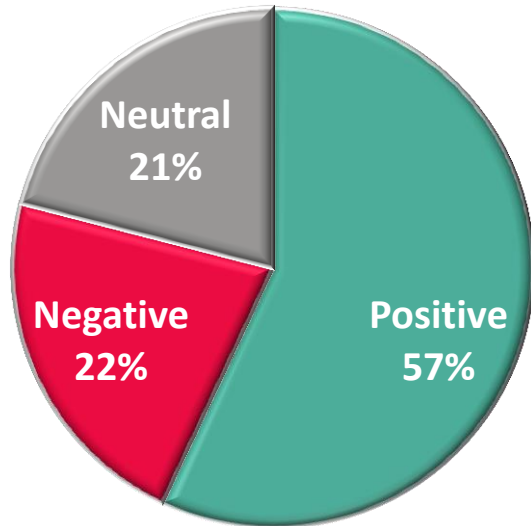


Liking To what extent would you like ROME to host 2024 Olympic Games?



The opinion sentiment within SOCIAL NETWORKS

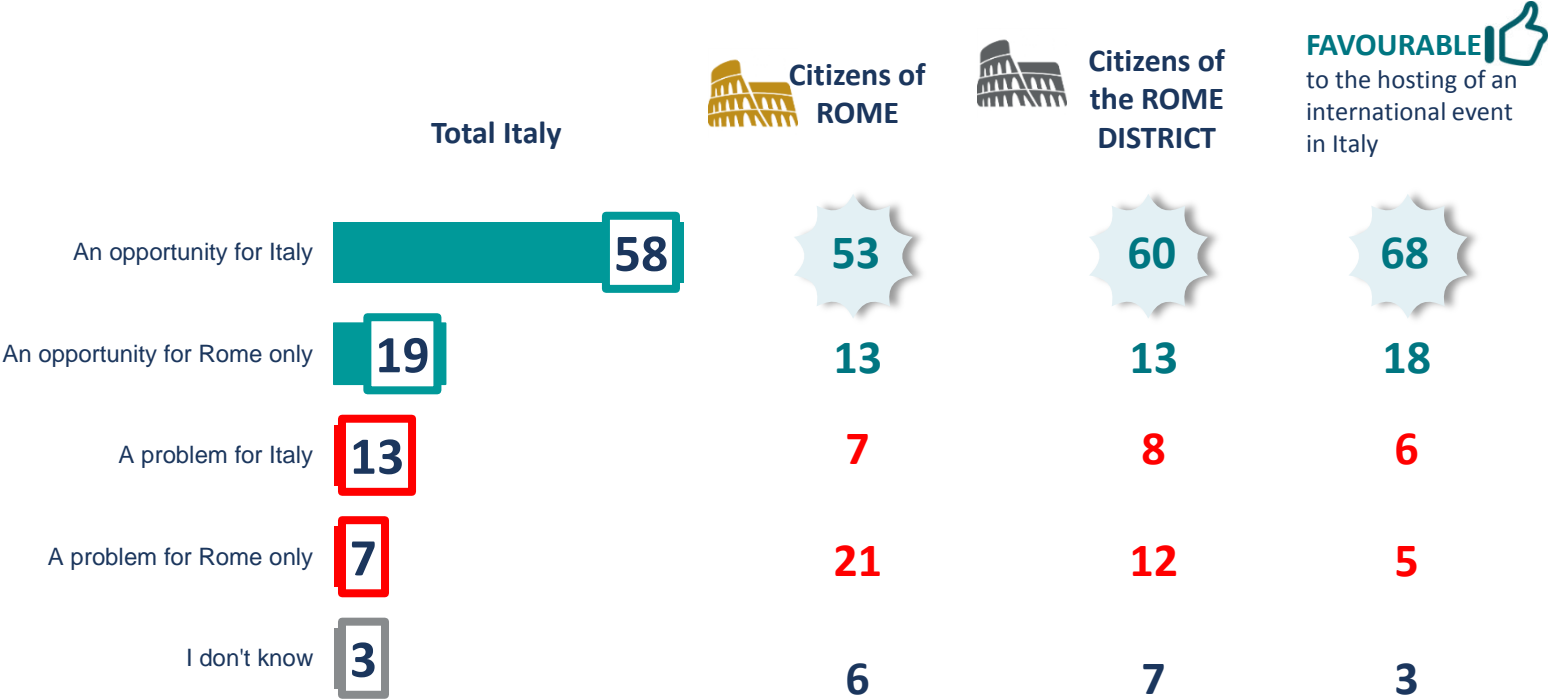
During the monitored time lapse, the opinion mood on the social media concerning Rome's candidature to 2024 Olympic Games was mainly positive (57%). Negative opinions are 22% of the total. 21% of contents do not express judgements, therefore they are neutral (they are mainly pieces of news).



Users' opinions mainly concern:
The **Rome 2024 event** (40%)

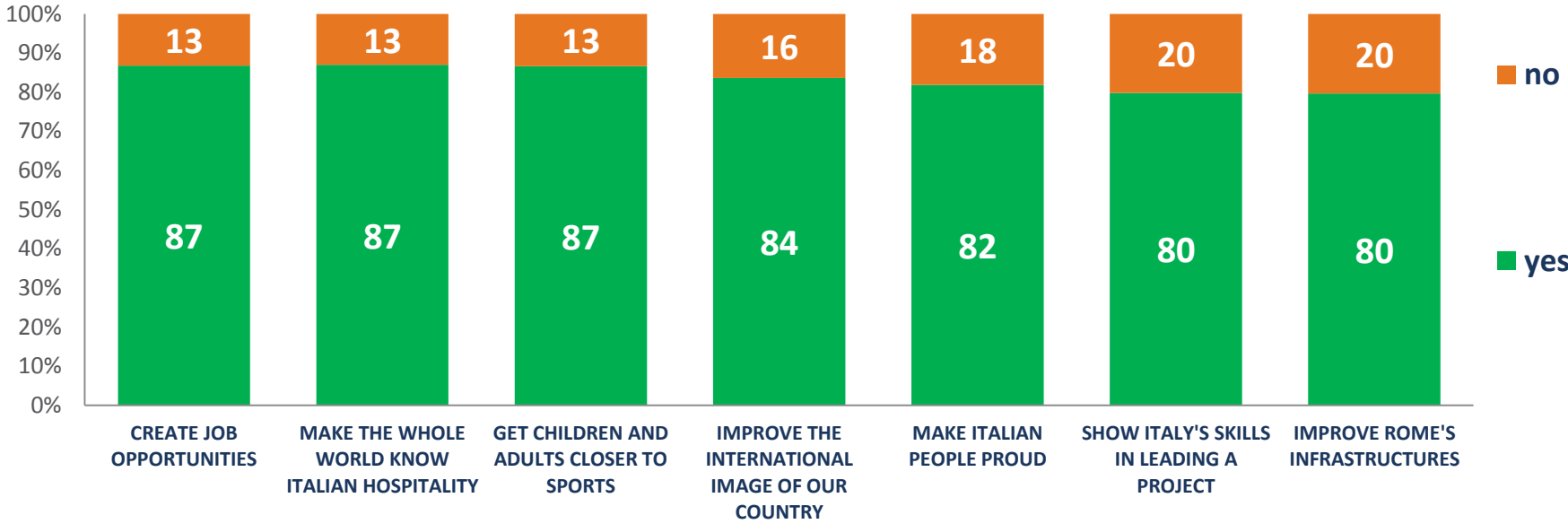
- 📄 The **communication activity** of the Committee (22%)
- 📄 The **effects** of the event on the country (11%)
- 📄 The city of **Rome** (11%)
- 📄 The **Organizing Committee / Institutions** (6%)
- 📄 The **Italian Spirit** (nationalism and country system) (5%)

The Olympic Games represent an opportunity, not for Rome alone, but for the whole Italy, even though one fifth of the citizens of Rome is afraid that issues for the city will arise



The Olympic Games represent a chance to create OCCUPATION, and much more! They will strengthen the Italian image abroad and they represent the opportunity to make Italians closer to sports.

In your opinion, hosting the Olympic Games could be an opportunity to...

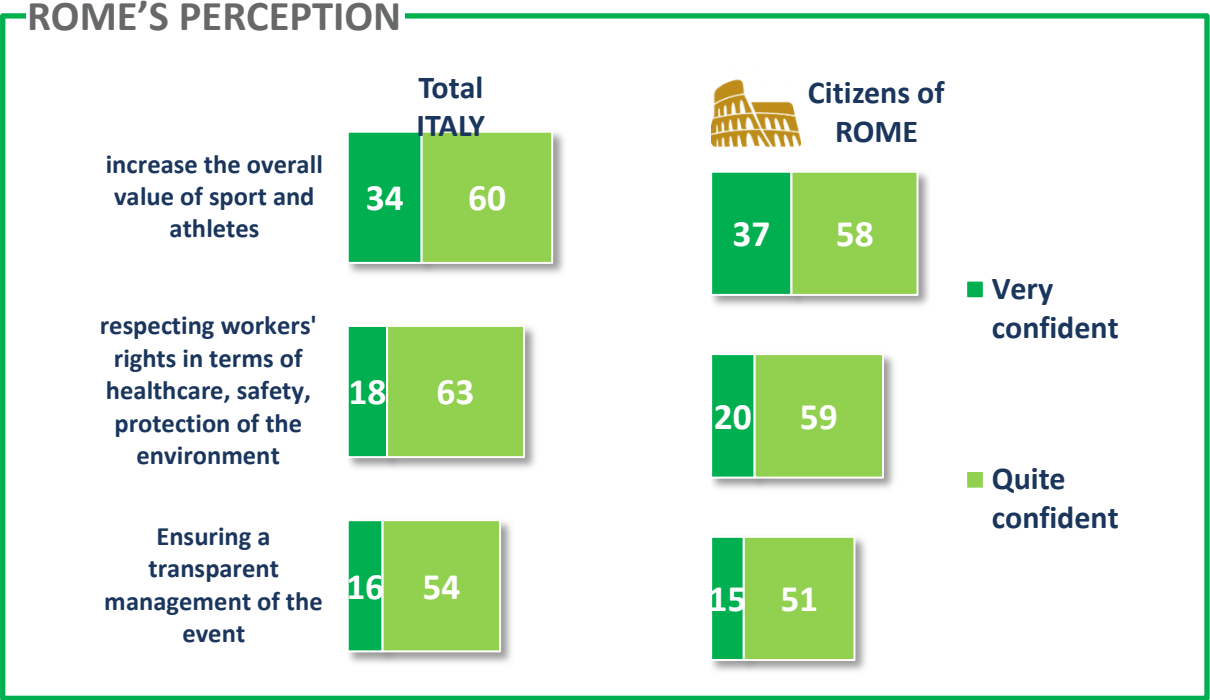


Rome largely meets 4 of the 5 main essential aspects. The Games could represent the right input needed to improve infrastructures and services, which are considered as inadequate at present.

	ASPECTS NEEDED BY THE CITY HOSTING THE GAMES IN ORDER OF IMPORTANCE			ROME'S SCORES – scores 7-10		
	Total Italy	Citizens of Rome	Citizens of Rome District	Total Italy	Citizens of Rome	Citizens of Rome District
Efficient, services work well	1°	1°	1°	-	-	-
Cozy	2°	2°	2°	✓	✓	✓
Able to appeal tourists from all over the world	3°	4°	2°	✓	✓	✓
With a good hotel offer	3°	2°	3°	✓	✓	✓
International	4°	3°	4°	✓	✓	✓

Rome will be able to increase the overall value of sport and to manage the event, ensuring safety and transparency

How confident are you about the fact that the city will succeed in ...





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PARALYMPIC GAMES

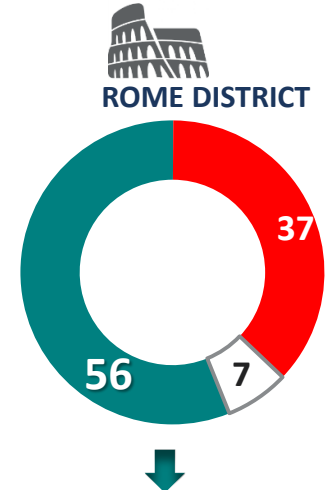
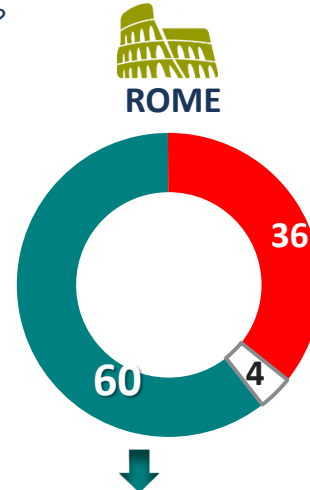
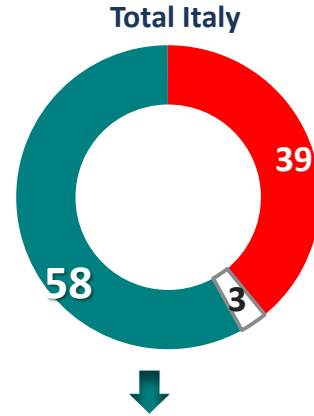
GAME CHANGERS



Paralympic Games awareness

Did you know the Olympic Games hosting city will also host the PARALYMPIC GAMES?

- Yes
- No
- I don't know what they are



Among those aware of the Paralympic Games

In your opinion, how **important** is the fact that the PARALYMPIC GAMES are arranged in the same city and the same year the Olympic Games are hosted in?



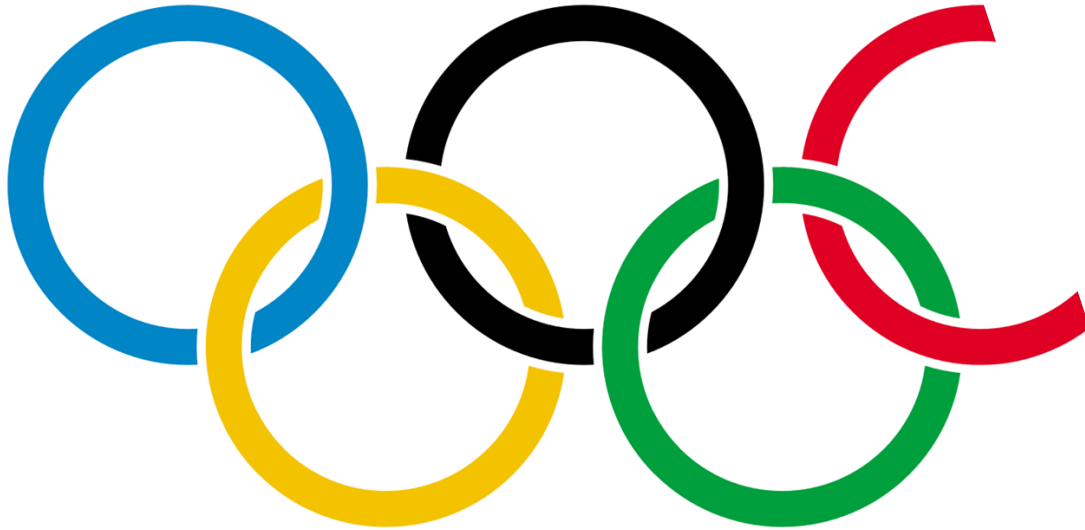
■ It is important (very + quite)

If Rome hosts the Olympic Games and consequently the Paralympic Games as well, will you watch any of the events live?



■ Certainly I will

■ Probably I will



**THE MOST
FOLLOWED SPORTS**

**THE MOST LOVED
ATHLETS**

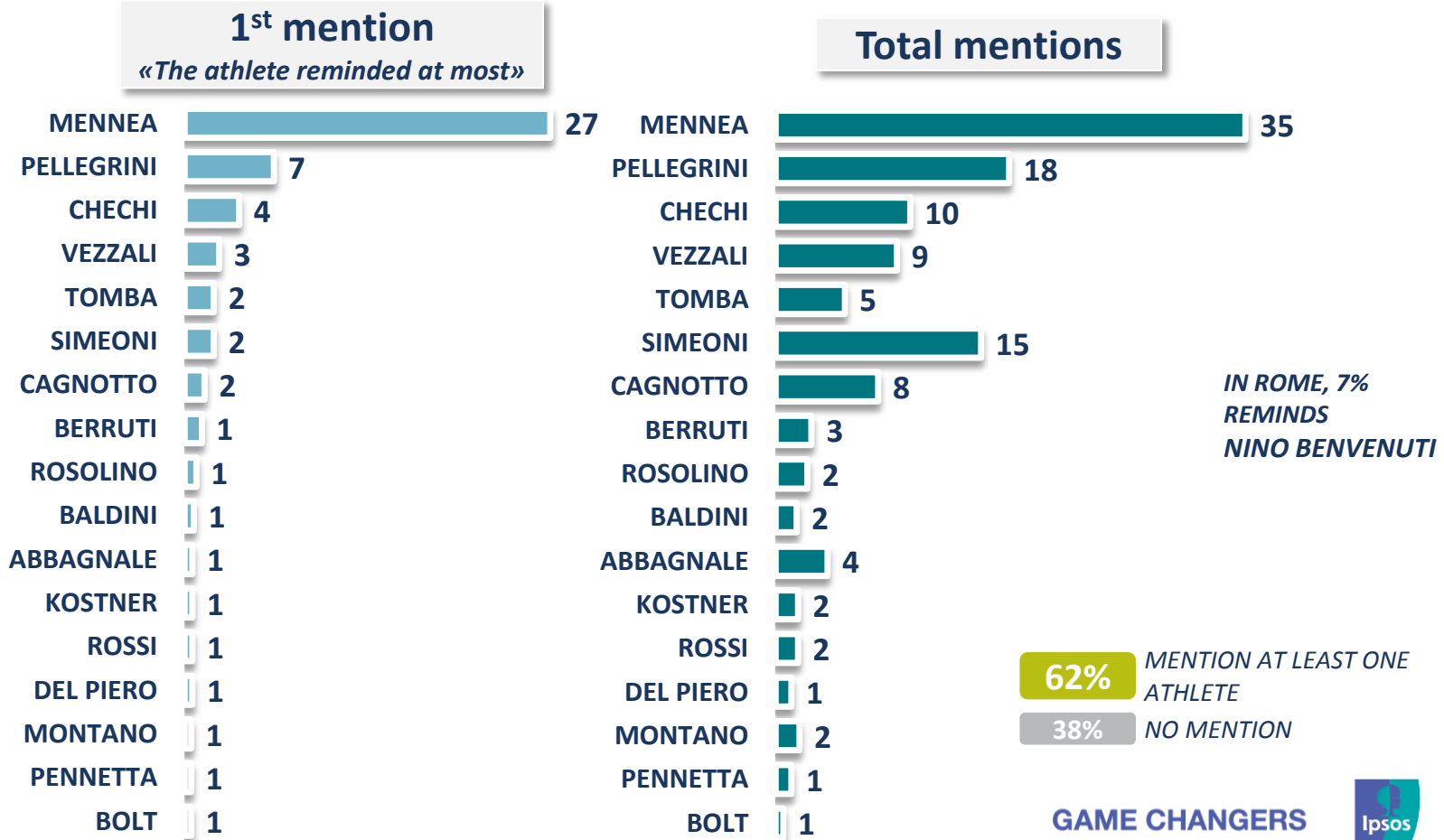
Track-and-field and swimming are the most followed Olympic sports! Soccer, artistic gymnastic and volleyball come next

If Rome hosts the Olympic Games, which of the listed sport would you follow more closely?

WILL FOLLOW AT LEAST ONE SPORT	94%
track-and-field	56%
swimming, diving	46%
football	41%
artistic gymnastic	38%
volleyball	38%
tennis	27%
fencing	25%
basketball	24%
cycling	21%
boxing	14%
canoe / rowing	12%
horseriding	10%
handball	7%

Base: national sample

The athletes of the past are still strongly recalled Ipsos Public Affairs



- **Three out of four Italians are in favour** of hosting international events: **past events hosted by Italy have been perceived as an advantage for the Country.**
- **Three out of four Italians are in favour of the candidature**, almost 70% in Rome; actually, **one third of the citizens** fears that some issues could arise for their city.
- The approval is mainly generated by the **opportunities**:
 - For **Italy**, the **creation of jobs**, and the chance to offer a **positive image at international level**;
 - For **Rome**, the chance to intervene on its **infrastructures, improving the offer of services**: Rome gains the trust of many people, who believe in the right and transparent management of the event.
- **About 60% of people are aware of the Paralympic Games**; it is important to them that they take place together with the Olympic Games. 3 out of 4 among **those who are informed about the Paralympic Games state their interest, as well.**
- Overall, the hosting of the Olympic Games is supported, they are widely considered as a chance rather than an issue, but it is worth mentioning that there is also **one third of hesitating citizens of Rome.**
- The communication of the event, even in this first stage, helps Olympic Games settle and generates approval. It would be best to **talk about the opportunities for Italy as a whole and not only about the advantages for the city.**