

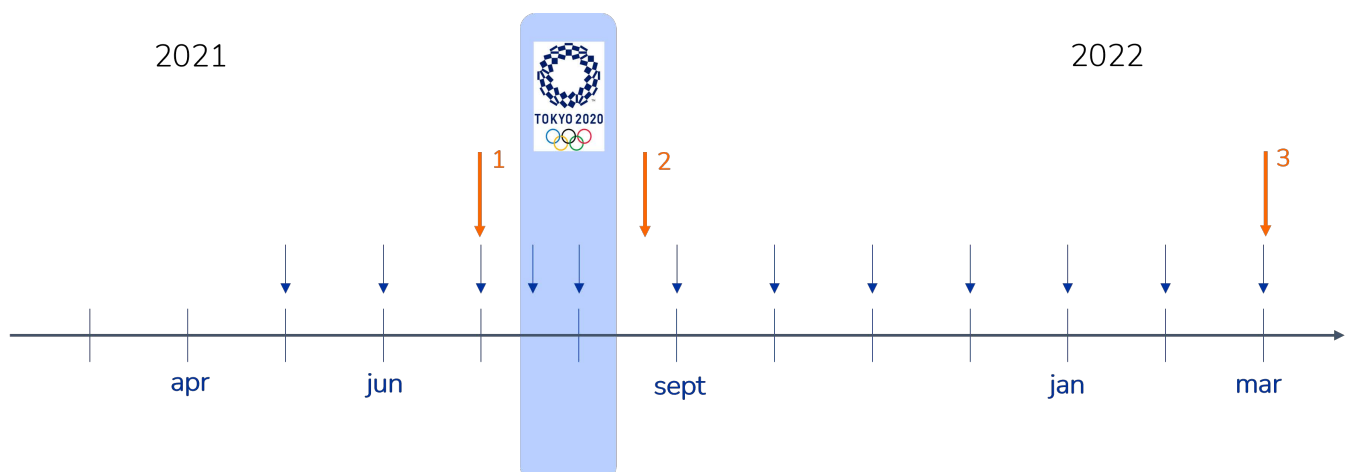
THE SOCIETAL IMPACT OF ELITE SPORT IN THE FEDERATION WALLONIE-BRUXELLES



Conducted by the SPLISS research group at the Vrije Universiteit Brussel
On behalf of ADEPS
De Bosscher, V., Descheemaeker, K., Van Roey, A., De Rycke, J., Derom, I.

This project, commissioned by ADEPS, aimed to evaluate **the societal value of elite sports** according to the population of the Federation Wallonie-Bruxelles. There is a growing need to justify a country's investment in elite sports. The population, through taxes, is the main sponsor of elite sports. Therefore, it is of policy interest to gain insight into how the population perceives the potential societal impact of elite sports. Furthermore, this project aims to encourage federations and other stakeholders to use elite sports as a tool for sport promotion, for example.

The project includes several large measurements (**orange arrows**), with the Olympic Games in between. The monthly omnibuses (**blue arrows**) are short and targeted samples to map and monitor evolutions in detail. All measurements are carried out among 1000 inhabitants of the Federation Wallonie-Bruxelles.



MESSI



The MESSI scale shows the perception of the people of the Federation Wallonie-Bruxelles on the societal impact of elite sports. Respondents can, per item, assign a negative or positive value to elite sports. Afterwards the results are clustered in ten dimensions that show possible impact of elite sport.

More than 50 % of the people of the federation Wallonie-Bruxelles think that elite sports have **positive impact** on following dimensions:

- **Collective identity & pride** (dimension 2)
- **Happiness & passion** (dimension 4)
- **Attraction fans & media** (dimension 5)

The highest **negative perceptions** (25%) are seen in the dimension **Local consumption & environment** (dimension 10).

DIMENSION 1. SOCIAL EQUALITY & INCLUSION

I believe that elite sports the gap between rich and poor people.



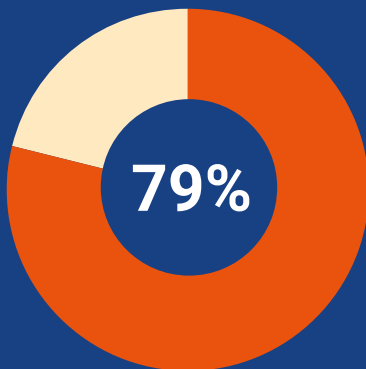
I believe that elite sports the inclusion of people with disabilities.



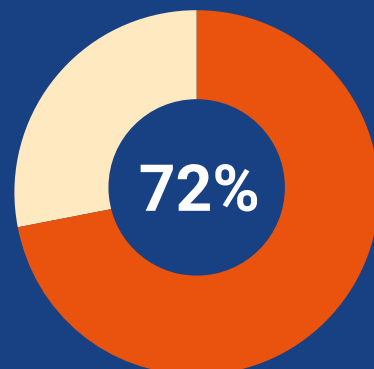
I believe that elite sports people of different religions, cultures and origins



DIMENSION 2. COLLECTIVE IDENTITY & PRIDE



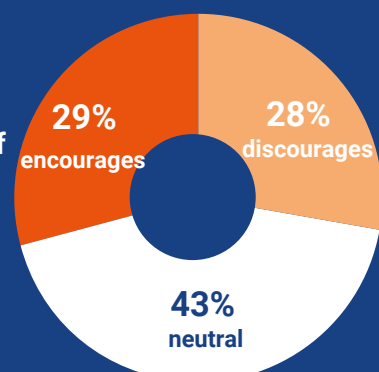
79% of the people that live in Wallonia or Brussels are **proud** of the achievements of Belgian **Olympic athletes** (n=13.000)



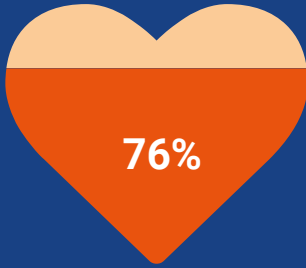
72 % of the people that live in Wallonia or Brussels are **proud** of the achievements of Belgian **Paralympic athletes** (n=3.000)

DIMENSION 3. ETHICS & FAIR PLAY

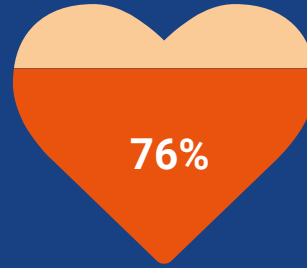
I believe that elite sports encourages/discourages the amateur use of performance-enhancing drugs.



DIMENSION 4. HAPPINESS & PASSION



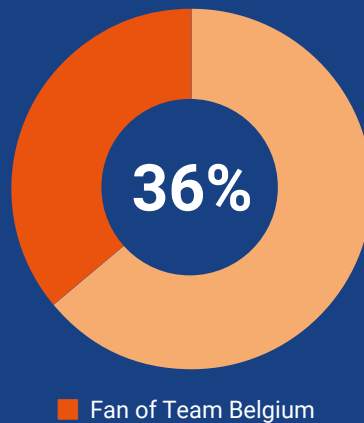
indicate that the performances of our athletes make them happy (n = 13 000).



indicate that the performances of our Paralympic athletes make them happy (n = 9 000).

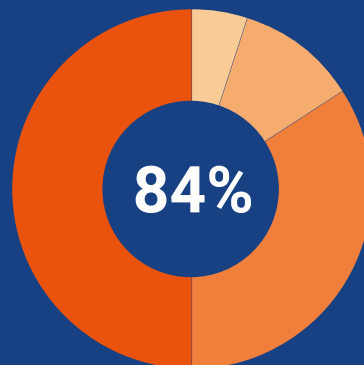
DIMENSION 5. ATTRACTION FANS & MEDIA

More than one in three consider themselves a fan/supporter of Team Belgium.



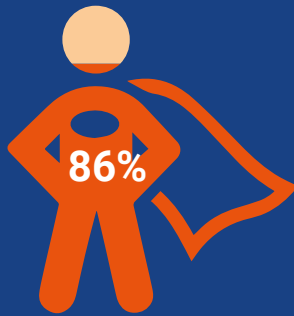
DIMENSION 6. INTERNATIONAL PRESTIGE & IMAGE

The past month our athletes provided us with positive exposure in Belgium and abroad (n = 13 000).



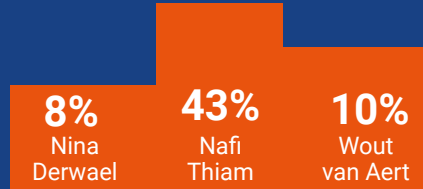
- Completely disagree
- Somewhat disagree
- Somewhat agree
- Completely agree

DIMENSION 7. QUALITY OF LIFE & ATHLETE'S COMPETENCIES



86% of the inhabitants of the federation Wallonie-Bruxelles think that our Olympic athletes are rolemodels for the youth.

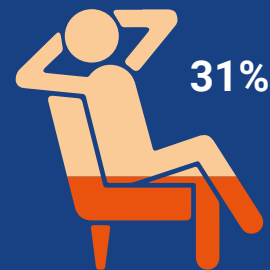
The three most favourite athletes are:



DIMENSION 8. SPORT PARTICIPATION & INSPIRATION

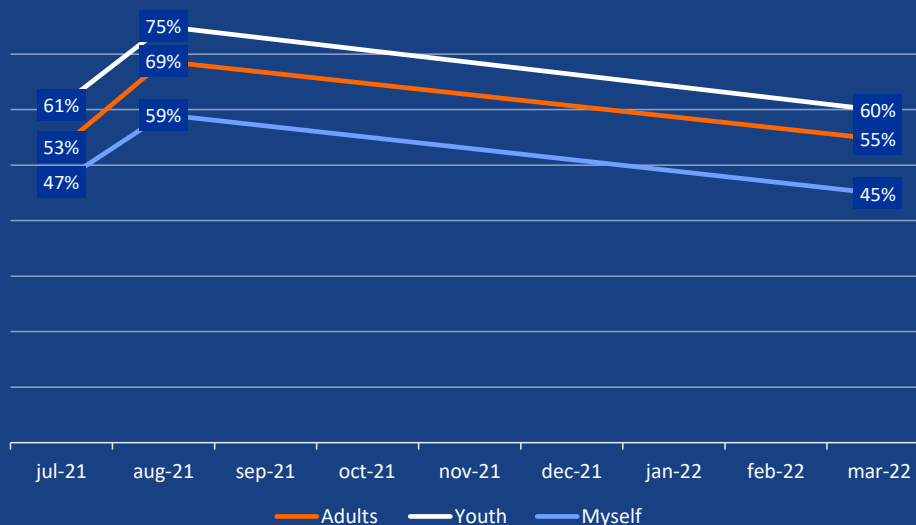


50% of the inhabitants of the federation Wallonie-Bruxelles play sports at least 1 time per week (n = 3000).



31% of the inhabitants of the federation Wallonie-Bruxelles indicate not having played sports the past year (n = 3000).

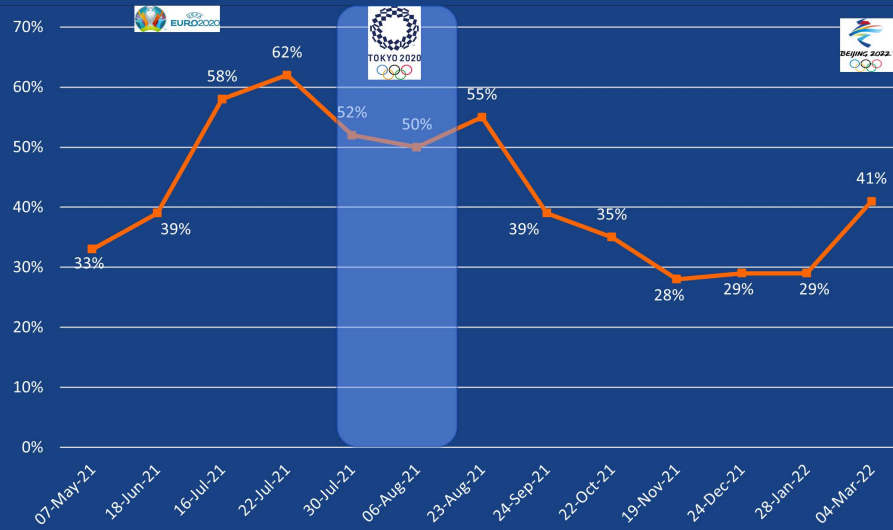
I think that good elite sport achievements encourage non-sporters to start with sport.



The perceptions of the people of the federation Wallonie-Bruxelles change after the Olympic Games. After the Olympic Games, a greater number of respondents believe that elite sports encourage the population to practice sport. A few months after the Olympic Games, we see that perceptions have dropped again.

DIMENSION 9. SPONSORS & COMMERCIAL ACTIVITY

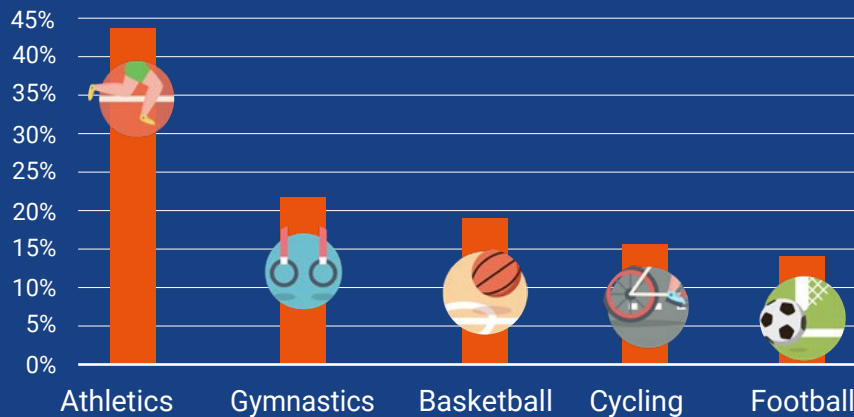
To what extent did you watch, read or listen to sports in the past month?



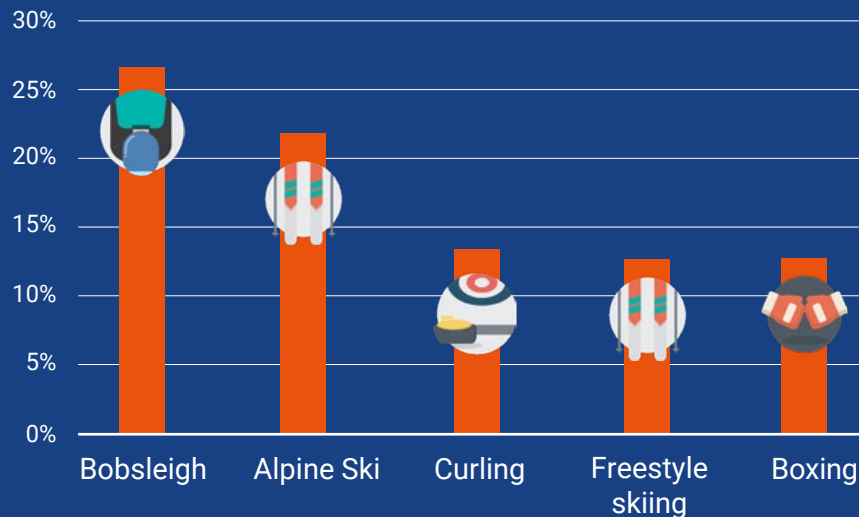
Major elite sporting events, such as the European Championships and the Olympic Games, attract more viewers.

DIMENSION 10. LOCAL CONSUMPTION & ENVIRONMENT

In which sports do the inhabitants of the federation Wallonie-Bruxelles want to invest more?



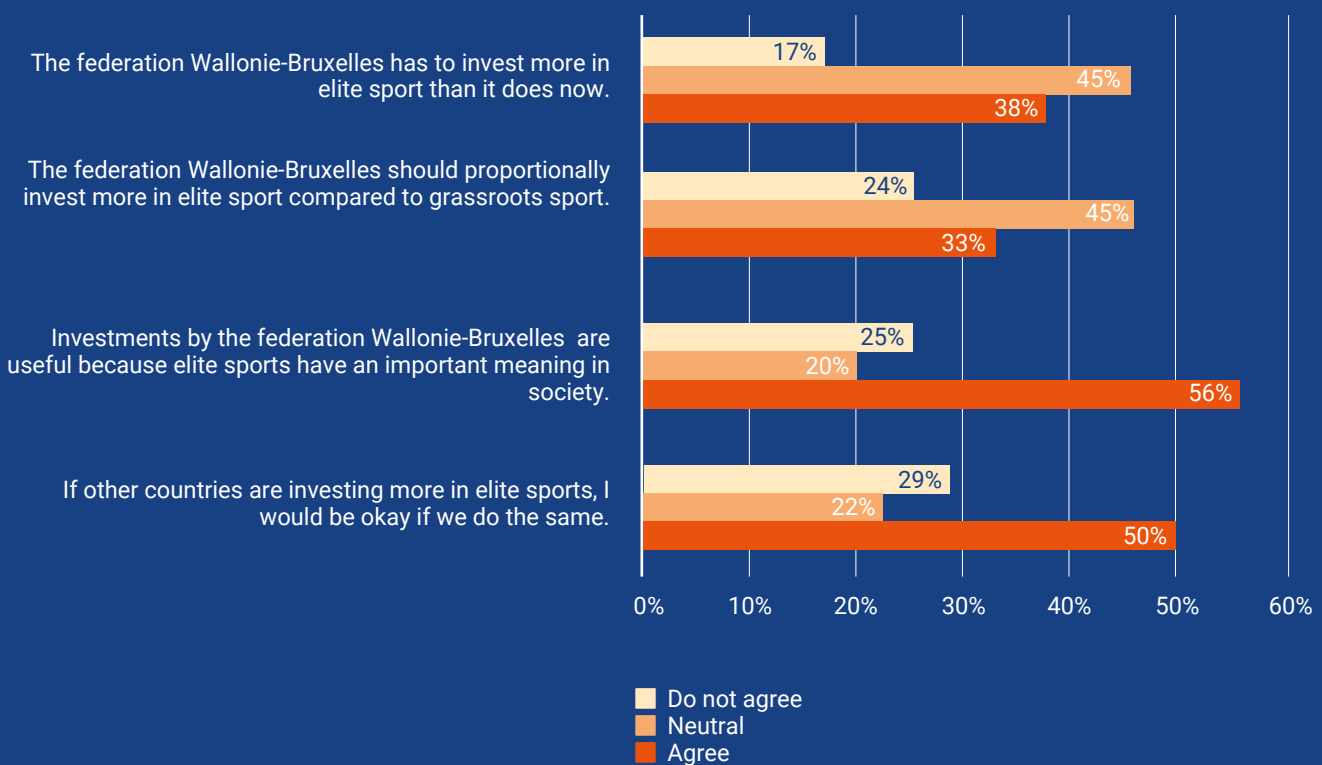
In which sports do the inhabitants of the federation Wallonie-Bruxelles want to invest less?



WILLINGNESS TO PAY



People of the federation Wallonie-Bruxelles would like to spend 4,3 euro per person annually on elite sport.



Reference: De Bosscher, V., Descheemaeker, K., Van Roey, A., De Rycke, J., Derom, I. (2022). L'impact sociétal du sport de haut niveau en la Fédération Wallonie-Bruxelles. SPLISS. Recherche commandée par l'Adeps & Baillet Latour. Bruxelles: VUB. ISBN :9789072325143

Thanks to

