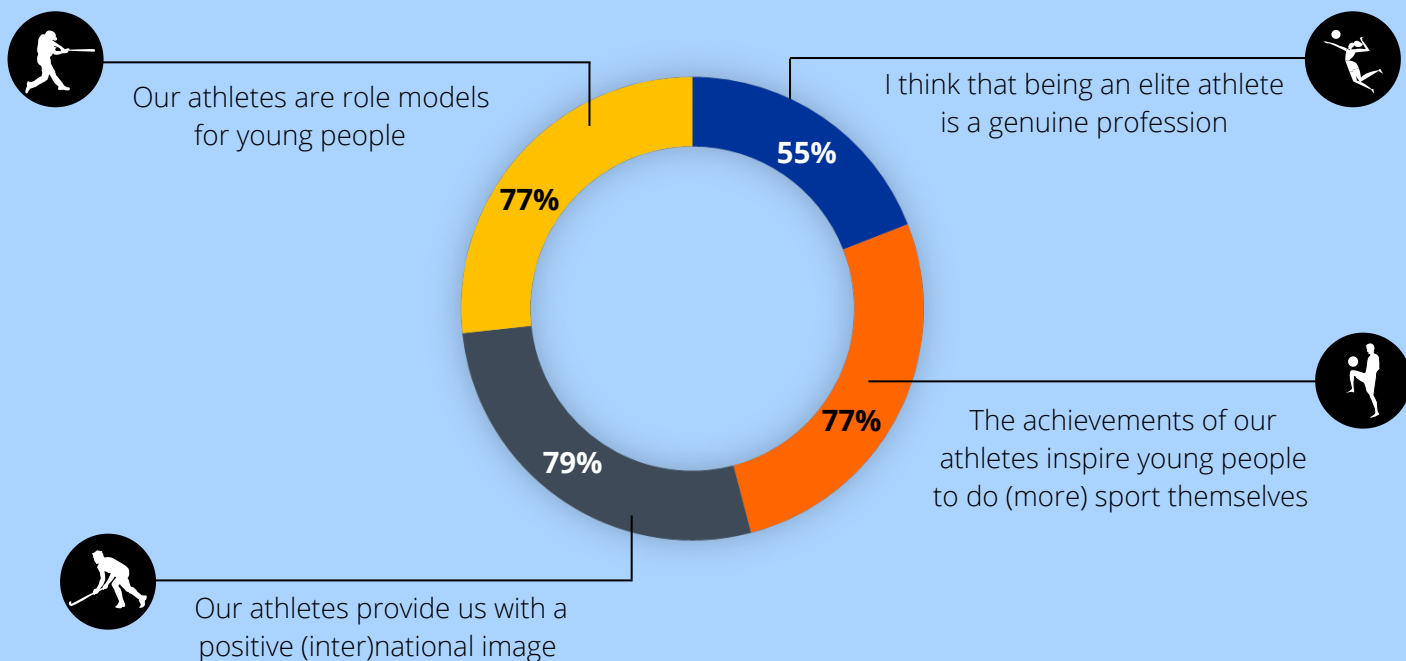


Elite sport societal impact in your nation

Impact of elite athletes



Pride & happiness



71%

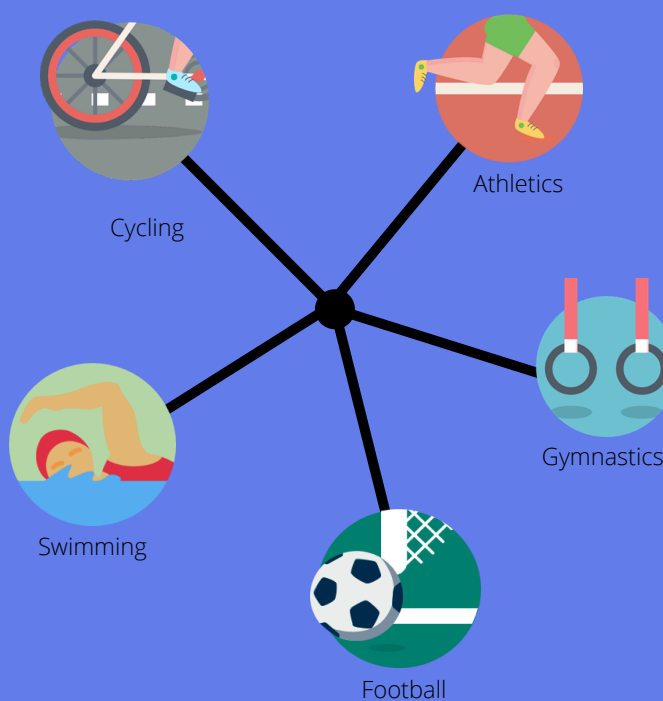
of Europeans indicate that elite sport makes them proud



72%

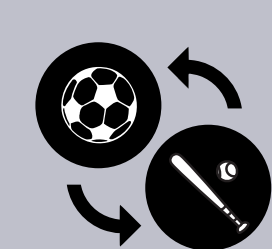
of Europeans indicate that elite sport makes them happy

Most popular sports



Trickle-down effect

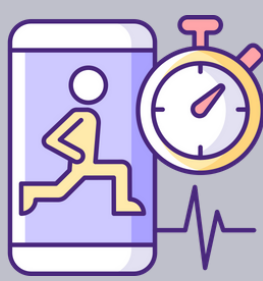
Europeans believe that good performances by Olympic athletes have an effect on sports participation of the youth, adult population and themselves



Change to successful sports



Continue sporting

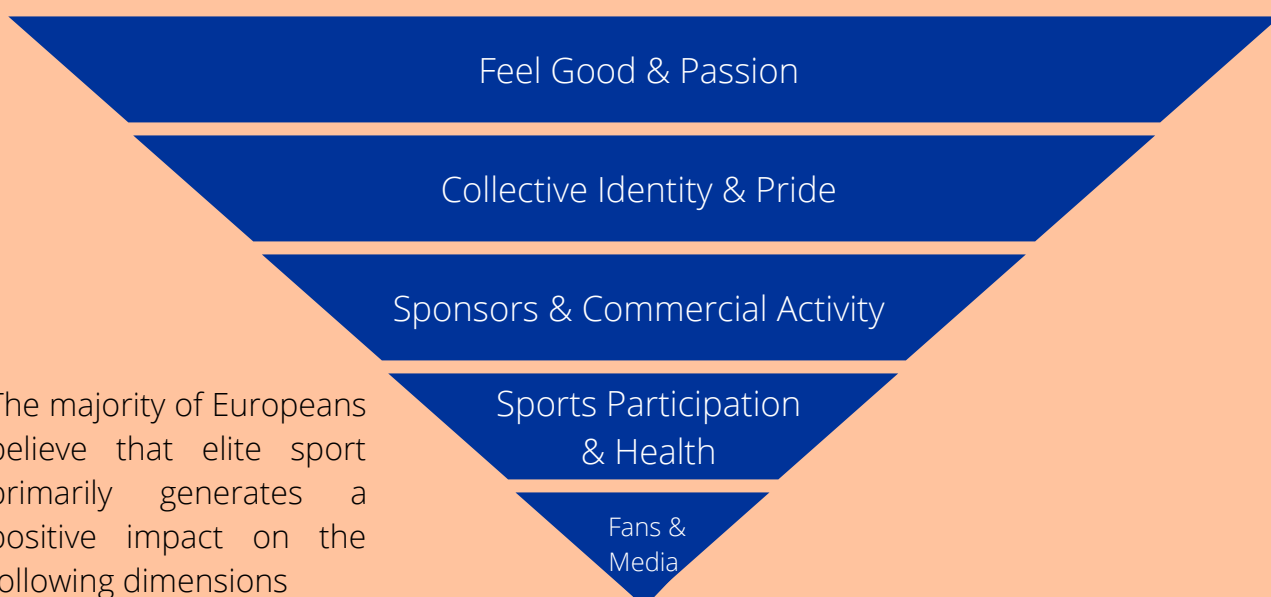


More frequent/intensive sporting



Encourage young people to start with sport

Mapping Elite Sport's potential Societal Impact



The majority of Europeans believe that elite sport primarily generates a positive impact on the following dimensions