

Dear residents of Innsbruck and the surrounding areas,

In 2025, the first Olympic Esports Games will take place. We are interested in the opinions, attitudes, and expectations of residents of a former Olympic host city such as Innsbruck regarding the topic “Esports as an Olympic discipline.”

To participate in this survey*, you must reside in the city of Innsbruck or the Innsbruck-Land district.

Completing the questionnaire will take only about five minutes of your time and is completely anonymous. After the scientific analysis, all collected data will be deleted.**

We would like to thank you in advance for participating in this survey conducted by the Department of Sport Science at the University of Innsbruck. Your opinion is a valuable contribution to our research.

Kind regards,

BLINDED

* The survey is conducted in accordance with the ethical guidelines of the Review Board of the Department of Sport Science and has been approved by the Ethics Committee of the University of Innsbruck.

** Adolescents aged 14 to 18 may participate in the survey in the presence of, or with permission from, a parent or legal guardian.

Please enter the interviewer ID of the student here:

Is your current main place of residence located in the city of Innsbruck or in the Innsbruck-Land district

- ☐ Innsbruck
- ☐ Innsbruck-Land

District:

- ☐ Other

1 active filter
Filter SD03/F1

If one of the following answer option(s) is selected: 3,
then, after clicking "Next," display text TX06 and end the interview.

How long have you been living at your current place of residence? If you have moved within the Innsbruck area — for example, from Innsbruck city to Innsbruck-Land — please indicate the total duration in years (example: lived 5 years in Innsbruck, then moved and have lived 3 years in Axams = 8 years).

I live since

years at my current main place of residence.

How often do you engage in sports?

By “sports,” we refer to any form of physical activity performed in a sporting context or environment — for example, swimming, training in a gym or sports club, or running in the park.

- ☐ 5 x per week or more
- ☐ 3 - 4 x per week
- ☐ 1 - 2-x per week
- ☐ 1 - 3 x per month
- ☐ Less than 1x per month
- ☐ never

How interested are you in...?

...sport in general

No interest at all

Very strong interest

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| ☐ | ☐ | ☐ | ☐ | ☐ |

...sport events in general

No interest at all

Very strong interest

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| ☐ | ☐ | ☐ | ☐ | ☐ |

When you rate sporting events based on how much you like them, how would you rate the Olympic Games?

Olympic Summer Games

No appreciation

Strong appreciation

1	2	3	4	5
☐	☐	☐	☐	☐

Olympic Winter Games

No appreciation

Strong appreciation

1	2	3	4	5
☐	☐	☐	☐	☐

Olympic Movement

No appreciation

Strong appreciation

1	2	3	4	5
☐	☐	☐	☐	☐

How often do you engage in esports — that is, play digital games competitively (on a smartphone, computer, console, etc.)?

By “competitively,” we mean playing digital games with a competitive focus, in an organized setting (e.g., an esports club) and/or for monetary gain.

- ☐ 5 x per week or more
- ☐ 3 - 4 x per week
- ☐ 1 - 2 x per week
- ☐ 1 - 3 x per month
- ☐ less than 1x per month
- ☐ never

How often do you play digital games (on a smartphone, computer, console, etc.) in your free time or as a hobby?

- ☐ 5 x per week or more
- ☐ 3 - 4 x per week
- ☐ 1 - 2 x per week
- ☐ 1 - 3 x per month
- ☐ less than 1x per month
- ☐ never

How interested are you in...?

...in general for gaming (playing digital games in one's leisure time)

No interest at all

Very strong interest

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| ☐ | ☐ | ☐ | ☐ | ☐ |

...in general for esports

No interest at all

Very strong interest

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| ☐ | ☐ | ☐ | ☐ | ☐ |

...in general esports events

No interest at all

Very strong interest

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| ☐ | ☐ | ☐ | ☐ | ☐ |

When evaluating sports events based on whether you like them or not, how would you rate the Olympic Esports Games?

Olympic Esports Games

No appreciation

Strong appreciation

1	2	3	4	5
☐	☐	☐	☐	☐

Did you know the term 'esports' before this survey and what it refers to (competitive playing of digital games)?

- ☐ yes
- ☐ no

Based on what you know about esports, would you personally define esports as a sport?

- ☐ yes
- ☐ no

In your opinion, should esports be part of the existing Olympic Games, or should it be treated as a separate category?

Esports should...

- ☐ ...be part of the Olympic Games.
- ☐ ...be a separate category.
- ☐ ...not be connected to the Olympic Games at all.

Before taking this survey, did you know that the Olympic Esports Games will take place in 2025?

- ☐ yes
- ☐ no

Do you know where the Olympic Esports Games 2025 will take place?

- ☐ yes
- ☐ no

Since the first Olympic Esports Games will take place in Saudi Arabia in 2025, how do you evaluate this?

Not good

Very good

How do you evaluate the fact that Saudi Arabia will be the first host of the Olympic Esports Games?

☐ ☐ ☐ ☐ ☐

Given the continuous growth of esports and its ability to reach a young audience, it is possible that the Olympic Esports Games will be hosted in other countries in the future (e.g., Germany, France, Austria, Switzerland). As a former Olympic host city, Innsbruck could also serve as a potential venue. The following questions refer to a possible hosting of the Olympic Esports Games in Innsbruck.

	Strongly disagree			Strongly agree	
	1	2	3	4	5
Hosting the Olympic Esports Games in Innsbruck would lead to ...					
...an increase in environmental awareness.	☐	☐	☐	☐	☐
...an improvement in the global image of the Innsbruck region.	☐	☐	☐	☐	☐
...an increase in air pollution	☐	☐	☐	☐	☐
...an increased post-event use (legacy) of sports infrastructure in the Innsbruck region.	☐	☐	☐	☐	☐
...an increase in employment opportunities for residents.	☐	☐	☐	☐	☐
...disruptions to residents' daily lives until the event is over.	☐	☐	☐	☐	☐
...an increase in noise pollution.	☐	☐	☐	☐	☐
...an improvement of the general infrastructure in the Innsbruck region	☐	☐	☐	☐	☐
...an increase in residents' sense of pride.	☐	☐	☐	☐	☐
...an improvement in residents' knowledge about organizing major sporting events.	☐	☐	☐	☐	☐
...an increase in tourism in the Innsbruck region.	☐	☐	☐	☐	☐

To what extent do you agree with this statement?

	Strongly disagree			Strongly agree	
	1	2	3	4	5
The high investments required to host the event cannot be justified by the economic benefits that residents are expected to receive.	☐	☐	☐	☐	☐

To what extent do you agree with this statement?

	Strongly disagree			Strongly agree	
The hosting of the Olympic Esports Games in Innsbruck...	1	2	3	4	5
...would illustrate how major sporting events can be carried out in a sustainable manner.	☐	☐	☐	☐	☐
...would lead to additional costs that could be better invested elsewhere.	☐	☐	☐	☐	☐
...would be a prime example of integrating new socio-cultural developments for the benefit of society.	☐	☐	☐	☐	☐
...would come at the expense of residents' quality of life.	☐	☐	☐	☐	☐
...would be a wonderful example of innovation and forward-looking development.	☐	☐	☐	☐	☐
...would lead to greater negative environmental impacts compared to hosting the event in other countries.	☐	☐	☐	☐	☐

The following statements refer to your attitude toward and support for the Olympic Esports Games, should they actually take place in Innsbruck.

To what extent do you agree with this statement?

	Strongly disagree			Strongly agree	
	1	2	3	4	5
Overall, the positive impacts of the event will outweigh the negative impacts.	☐	☐	☐	☐	☐
Ich freue mich, wenn Innsbruck die Olympic Esports Games ausrichtet.	☐	☐	☐	☐	☐
I will attend the event.	☐	☐	☐	☐	☐
The Innsbruck region should apply to host more events of this kind.	☐	☐	☐	☐	☐
support hosting the Olympic Esports Games in Innsbruck.	☐	☐	☐	☐	☐

Seite 10

Did you participate in the 2017 public referendum on the Innsbruck–Tyrol bid for the 2026 Olympic Games?

- ☐ yes
- ☐ no

1 active filter
Filter SA06/F1
If the following answer option is selected: 2
Then hide page(s) OUT of the questionnaire.

Seite 11

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How did you vote in that referendum?

- ☐ Yes, I voted in favor of Tyrol applying for the 2026 Olympic Winter Games.
- ☐ No, I voted against Tyrol applying for the 2026 Olympic Winter Games.
- ☐ I do not wish to disclose my voting decision.

Seite 12

Would you participate in a public referendum on hosting the Olympic Esports Games in Innsbruck–Tyrol?

- ☐ yes
- ☐ no

1 active filter
Filter GA05/F1
If the following answer option is selected: 2
Then hide page(s) OUT2 of the questionnaire.

How would you vote in such a referendum?

- ☐ Yes, I would vote in favor of Tyrol applying to host the Olympic Esports Games.
- ☐ No, I would vote against Tyrol applying to host the Olympic Esports Games.
- ☐ I do not wish to disclose my voting decision.

We now have one more question regarding your trust in different institutions and individuals.

How much do you trust the following individuals and institutions?

	No Trust			High trust
	1	2	3	4
The regional government	☐	☐	☐	☐
Your friends	☐	☐	☐	☐
The International Olympic Committee (IOC)	☐	☐	☐	☐
he Austrian Olympic Committee (ÖOC)	☐	☐	☐	☐

We would like to ask you to provide a few final details about yourself.

Please indicate the gender you identify with:

- ☐ female
- ☐ male
- ☐ diverse

Please indicate your age:

years

What is the highest level of education you have completed?

- ☐ Lower secondary education (compulsory school)
- ☐ Apprenticeship training / vocational education
- ☐ Upper secondary vocational school (without Matura/A-level certification)
- ☐ General or vocational secondary school with Matura (A-level equivalent)
- ☐ University / University of Applied Sciences / Academy

With my/our current income, I/we can...

- ☐ ...live comfortably.
- ☐ ...manage adequately.
- ☐ ...struggle to get by.
- ☐ ...struggle severely to get by.

Is part of your (household) income connected to tourism?

- ☐ yes
- ☐ no

If you are interested in the results of this survey, you may enter your email address in the field below. Once the data have been cleaned, evaluated, and analysed, we will be happy to send you the results. If you are not interested in receiving the results, please click “Next.”

E-Mail:

Letzte Seite

Thank you very much for your participation!

We sincerely appreciate your support.

Your responses have been saved, and you may now close your browser window.

Would you like to participate in interesting and engaging online surveys in the future?

We would be very happy if you registered your email address for the SoSci Panel and helped support scientific research projects.

E-Mail:

[Join the panel](#)

Participation in the SoSci Panel is voluntary, and you can unsubscribe at any time with a single click. The SoSci Panel does not send advertising and does not share your email address with third parties.

Of course, you may also close the browser window without joining the SoSci Panel.