

Hosting the Olympic Winter Games 2026 Research




Italy: Wave 2
March 2019

FOR INTERNAL WORKING PURPOSES ONLY

As part of the ongoing efforts to provide valued services to candidate cities to the Olympic Winter Games 2026 and understand expectations from citizens of each market, the IOC has launched a study to assess the local public support and perception of the Olympic candidature.

The results of this study also aim to provide insights that can help the IOC Evaluation Commission 2026 on the host city selection process for the Olympic Winter Games 2026.

This study was first conducted in 2018 among those countries that had officially entered the dialogue stage of the candidature process and again now, during the final candidature stage. Both waves were conducted among robust samples of respondents in the concerned cities, regions and countries.

Italy	Sample		Methodology
			
<p>Italy ("Total"): n=2,515 City of Milan: n=613</p> <p>Region of Lombardy (excluding those in Milan): n=607</p> <p>Region of Veneto: n=607</p> <p>Country of Italy (excluding those in the regions of Lombardy and Veneto): n=628</p>	<p>16-29: n=975 30-49: n=986 50-65: n=495</p>	<p>Male: n=1,219 Female: n=1,237</p>	<p>Self-completion, online surveying Fieldwork: 7th February - 19th February</p> <p>10 minute online survey</p>
	<p>AB (Employed in senior or intermediate managerial occupations or professions): n=406</p> <p>C1 (Employed in junior managerial occupation/profession and all other non-manual/administrative jobs & students): n=512</p> <p>C2DE (Skilled manual workers + Semi and unskilled manual workers, casual workers and long term state dependants): n=823</p> <p>Retired: n=63</p> <p>Other (Other + Prefer not to say): n=652</p>		

In order to better reflect a more accurate population, the data presented for Italy has been weighted to reflect the age and gender of the country as a whole. The contribution of the various demographics is set out below:

Demographic	Contribution
Males	48%
Females	52%
16 – 24	15%
25 – 34	20%
35 – 44	25%
45 – 54	21%
55 – 65	18%

Summary

- Summary: Italy
- Summary: City of Milan
- Summary: Elsewhere in Lombardy
- Summary: Region of Veneto
- Summary: Elsewhere in Italy
- Summary: Hosting favourability 2018 vs 2019
- Executive Summary

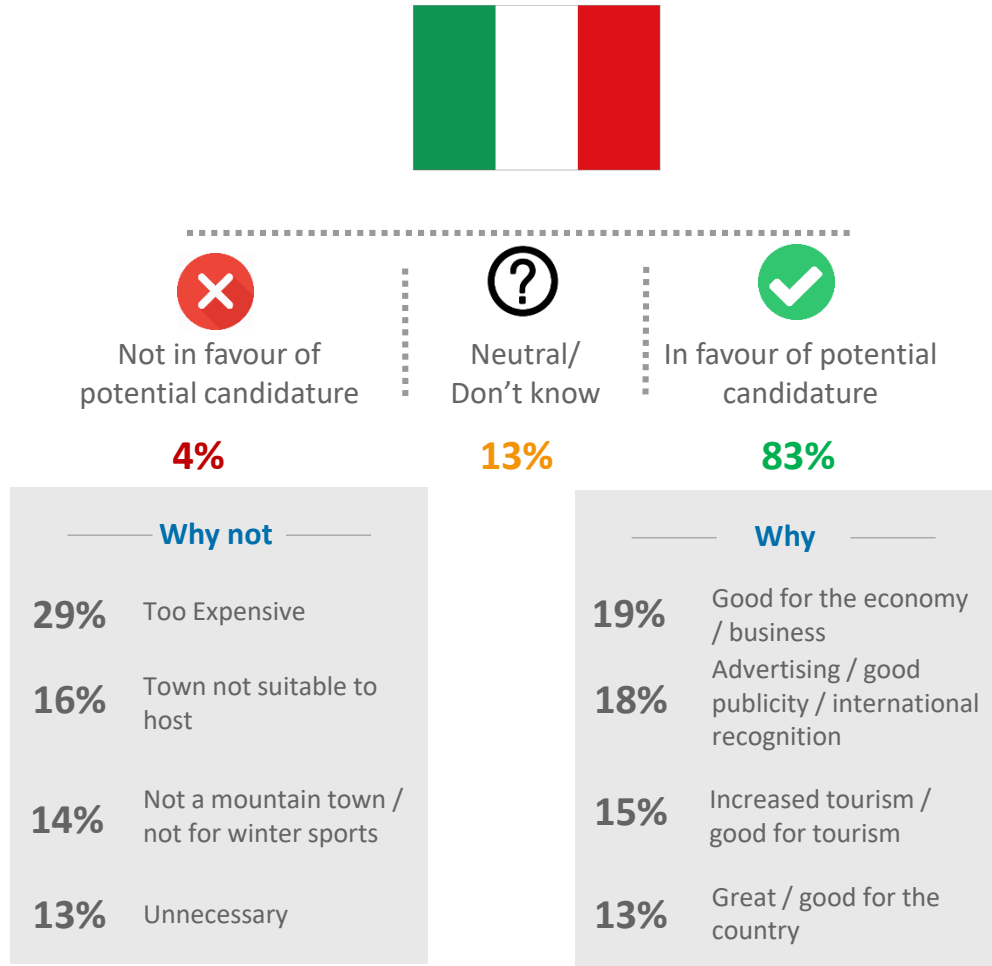
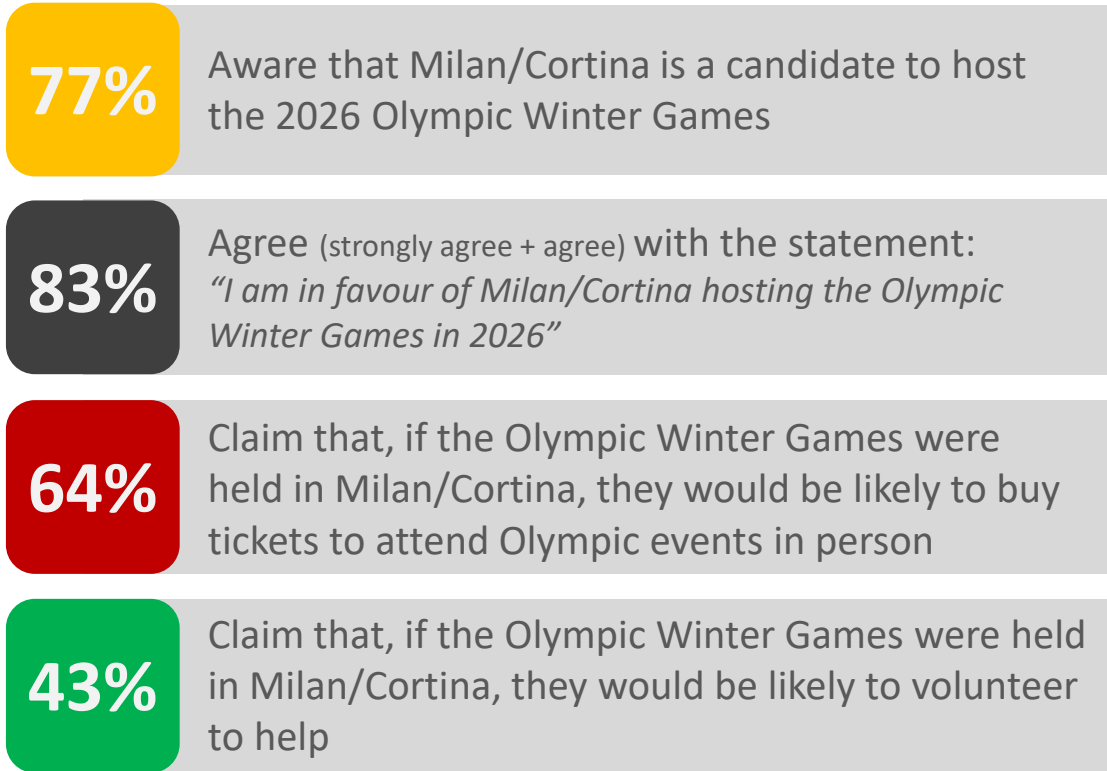
Awareness of Olympic Candidature and Hosting Favourability

- Awareness of Olympic Candidature
- Hosting Favourability
- Why in Favour of Hosting
- Why Not in Favour of Hosting

Summary



Summary: Italy

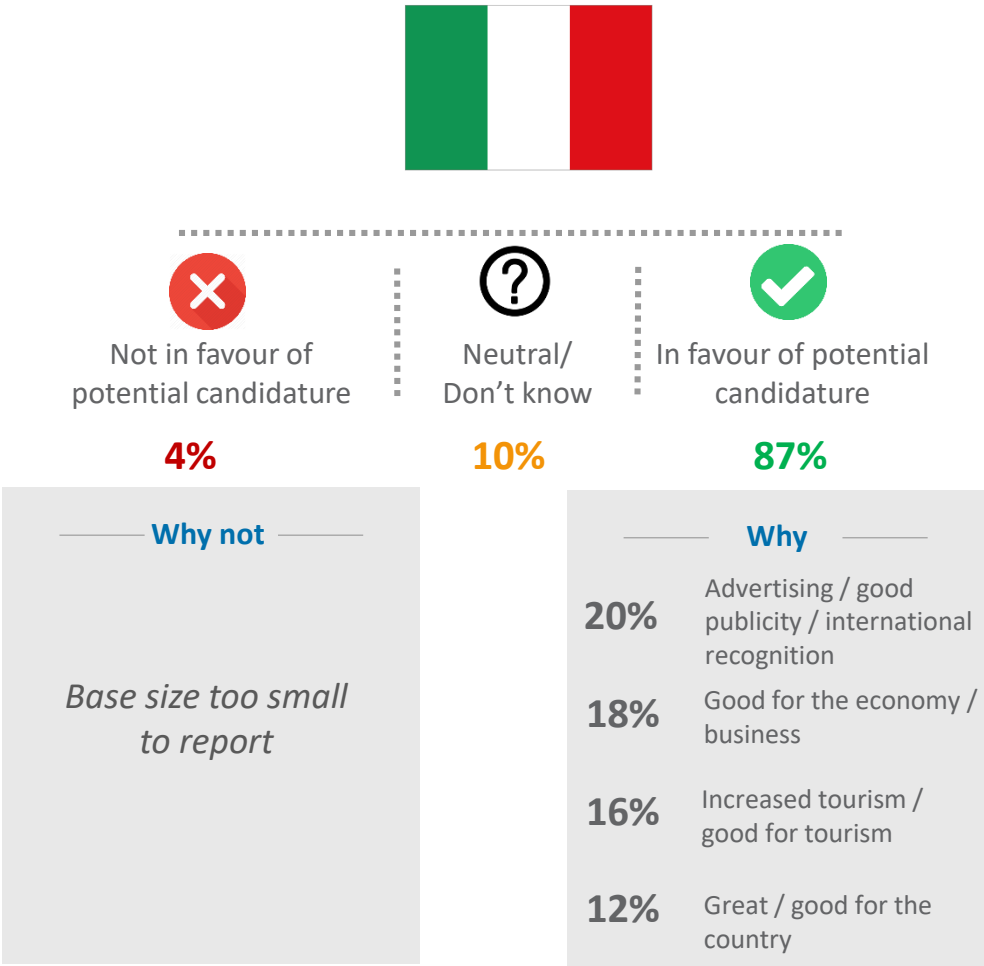
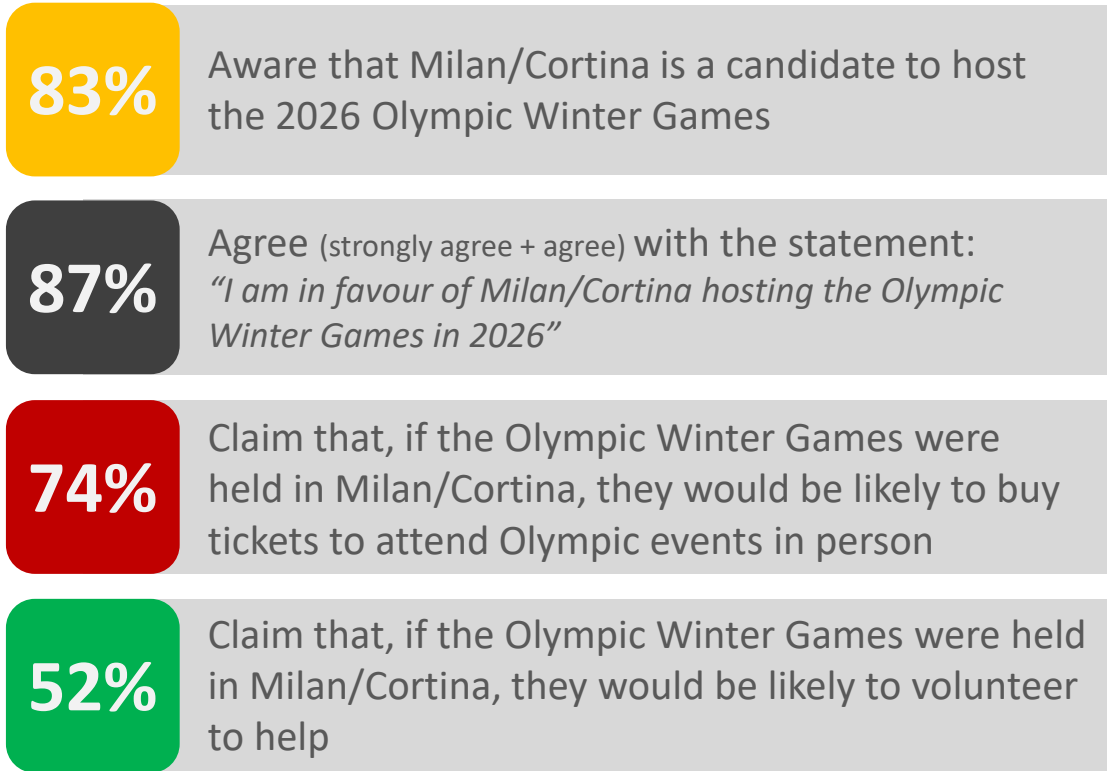


Figures may not add up to 100%, due to rounding

Were you aware that <INSERT CITY> is a candidate to host the 2026 Olympic Winter Games?; How much do you agree or disagree with the following statement? "I am in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026."; If the 2026 Olympic Winter Games was hosted in <INSERT CITY>, how likely would you be to buy tickets to attend Olympic events in person?; If the Olympic Winter Games were to take place in <INSERT CITY>, how likely would you be to volunteer to help?; Why are you in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?; Why are you not in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?

Base: All Respondents aged 16-65 in Italy; n=2,456; All Respondents aged 16-65 in Italy who strongly agree/agree n=2045; All Respondents aged 16-65 in Italy who strongly disagree/disagree n=82

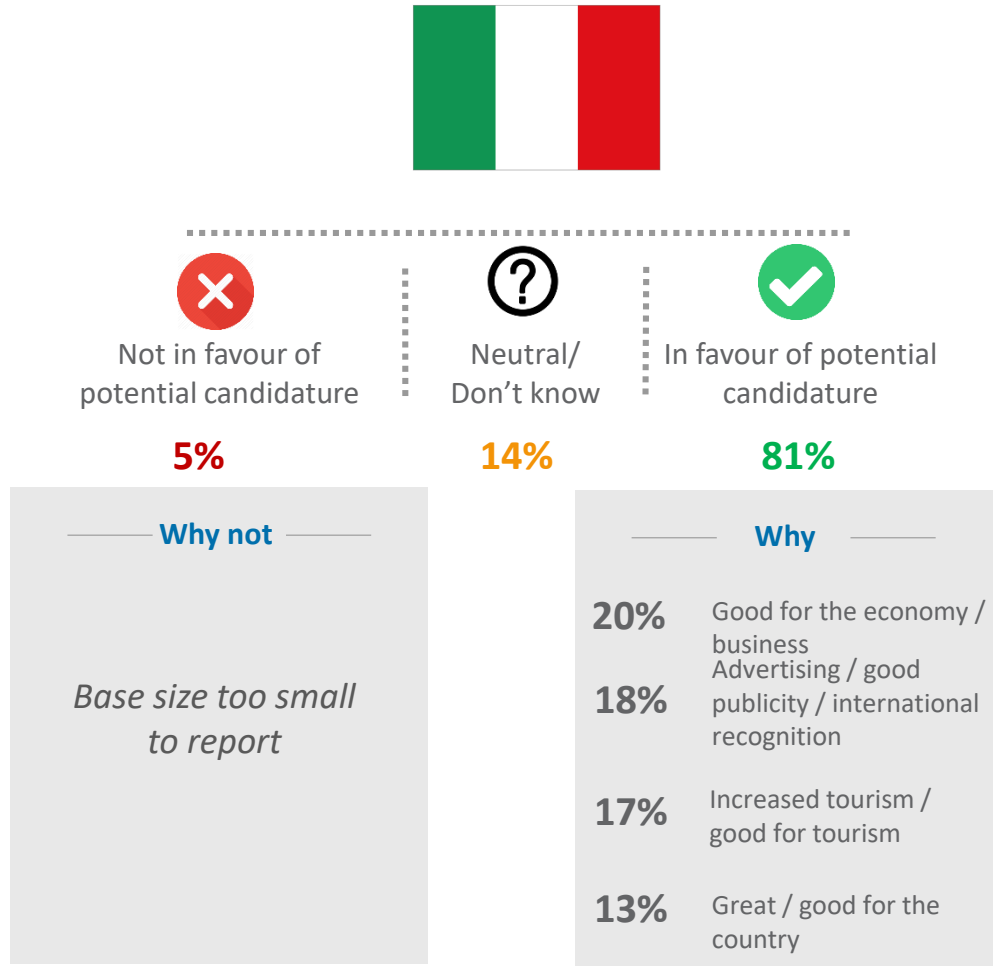
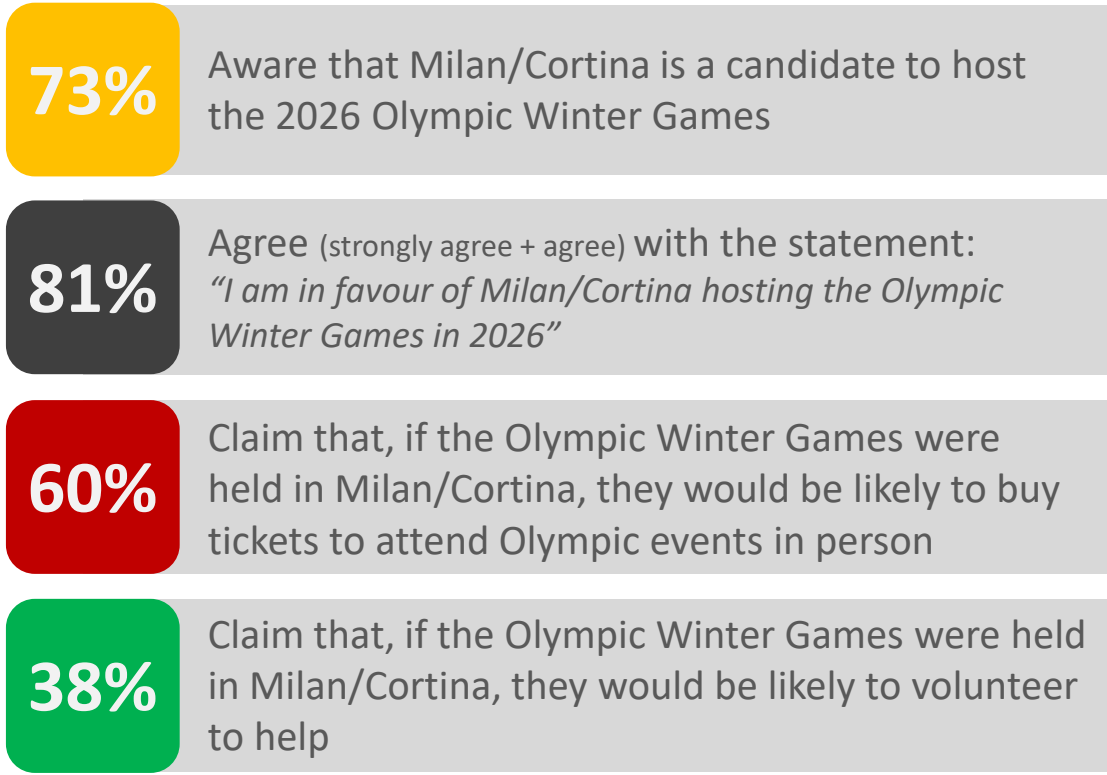
Summary: City of Milan



Figures may not add up to 100%, due to rounding

Were you aware that <INSERT CITY> is a candidate to host the 2026 Olympic Winter Games?; How much do you agree or disagree with the following statement? "I am in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026"; If the 2026 Olympic Winter Games was hosted in <INSERT CITY>, how likely would you be to buy tickets to attend Olympic events in person?; If the Olympic Winter Games were to take place in <INSERT CITY>, how likely would you be to volunteer to help?; Why are you in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?; Why are you not in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?
 Base: All Respondents aged 16-65 in Milan; n=613; All respondents aged 16-65 in Milan who strongly agree/agree n=533; All respondents aged 16-65 in Milan who strongly disagree/disagree n=19

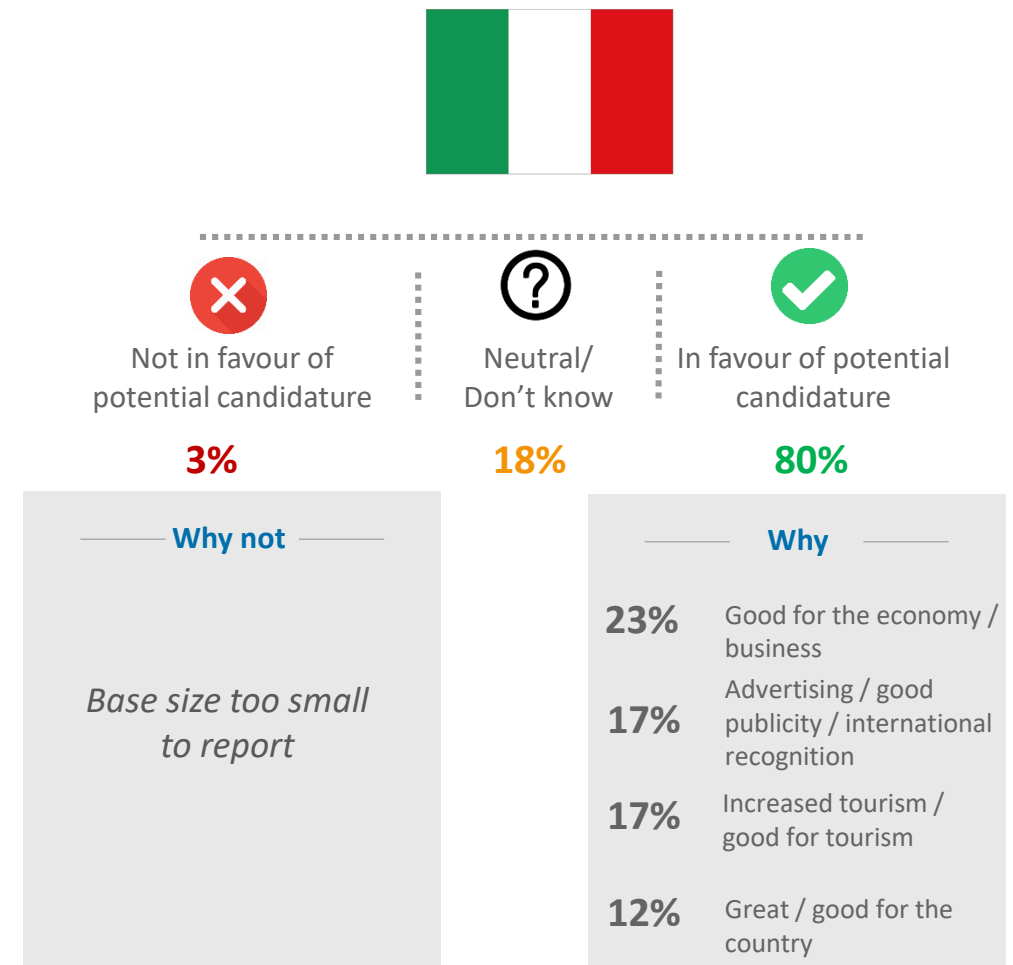
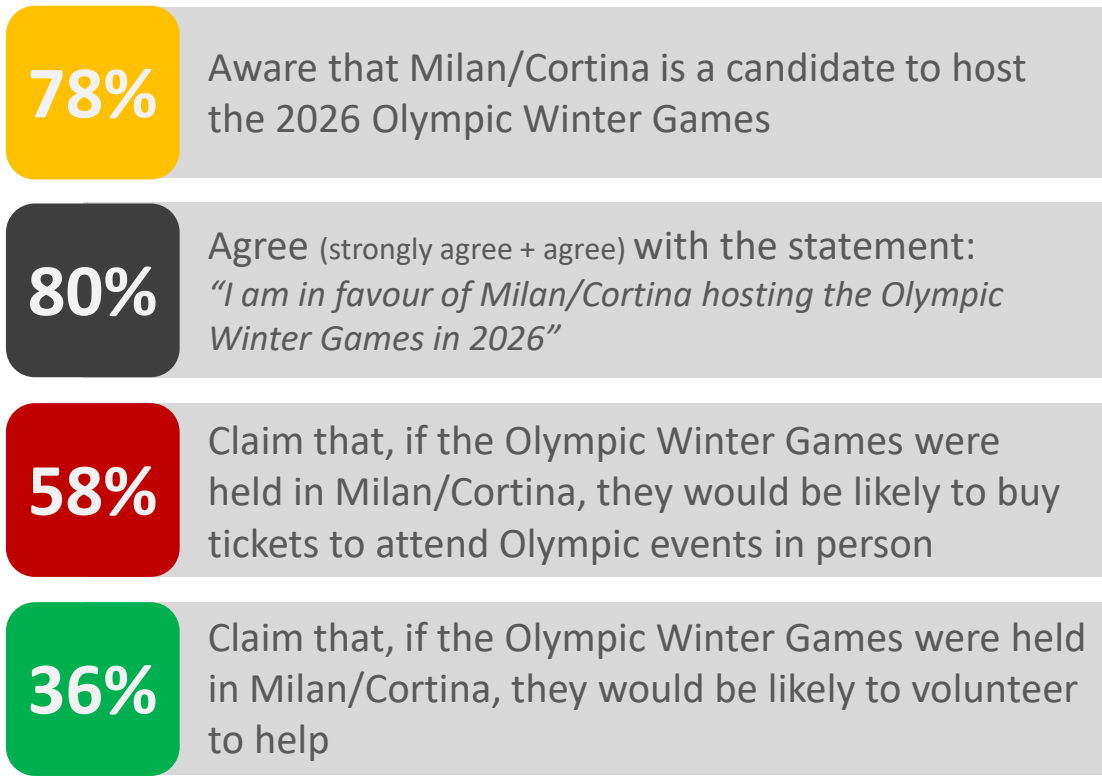
Summary: Elsewhere in Lombardy



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Were you aware that <INSERT CITY> is a candidate to host the 2026 Olympic Winter Games?; How much do you agree or disagree with the following statement? "I am in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026"; If the 2026 Olympic Winter Games was hosted in <INSERT CITY>, how likely would you be to buy tickets to attend Olympic events in person?; If the Olympic Winter Games were to take place in <INSERT CITY>, how likely would you be to volunteer to help?; Why are you in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?; Why are you not in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?
 Base: All Respondents aged 16-65 elsewhere in Lombardy; n=607; All Respondents aged 16-65 elsewhere in Lombardy who strongly agree/agree n=492; All Respondents aged 16-65 elsewhere in Lombardy who strongly disagree/disagree n=31

Summary: Region of Veneto

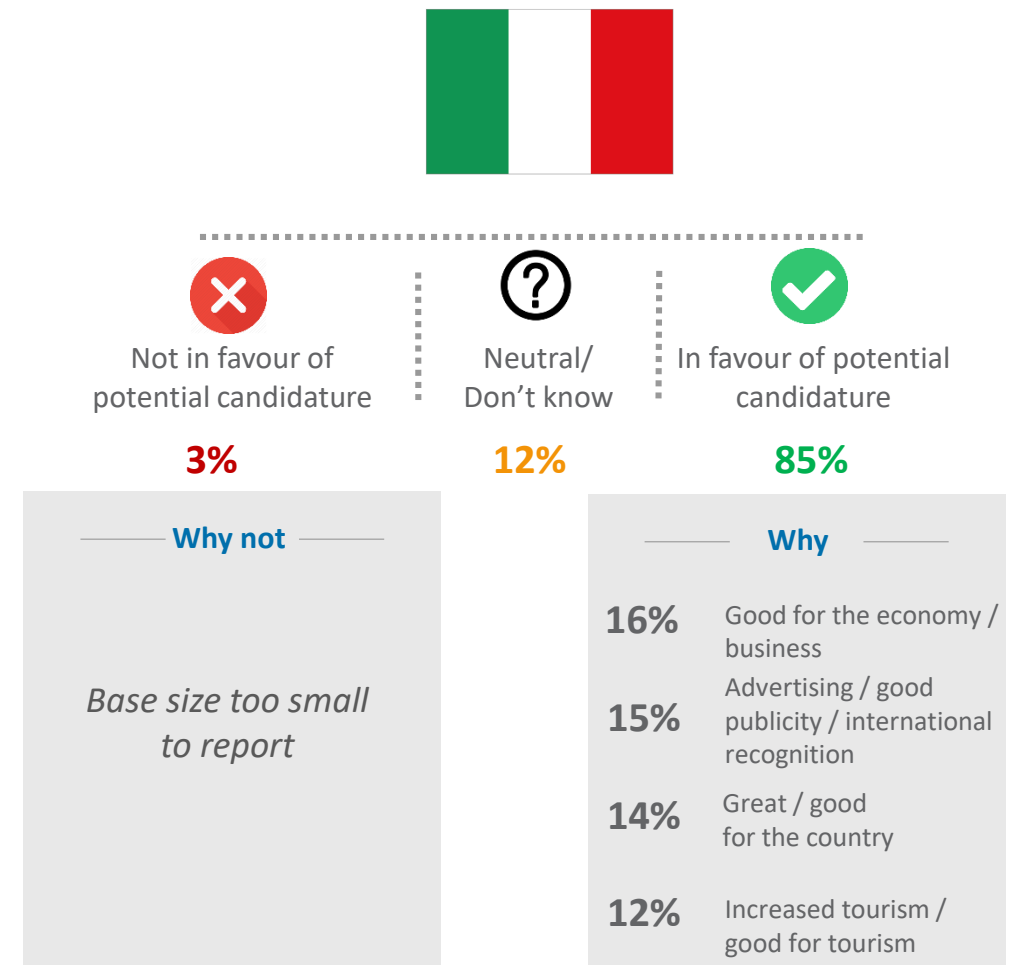
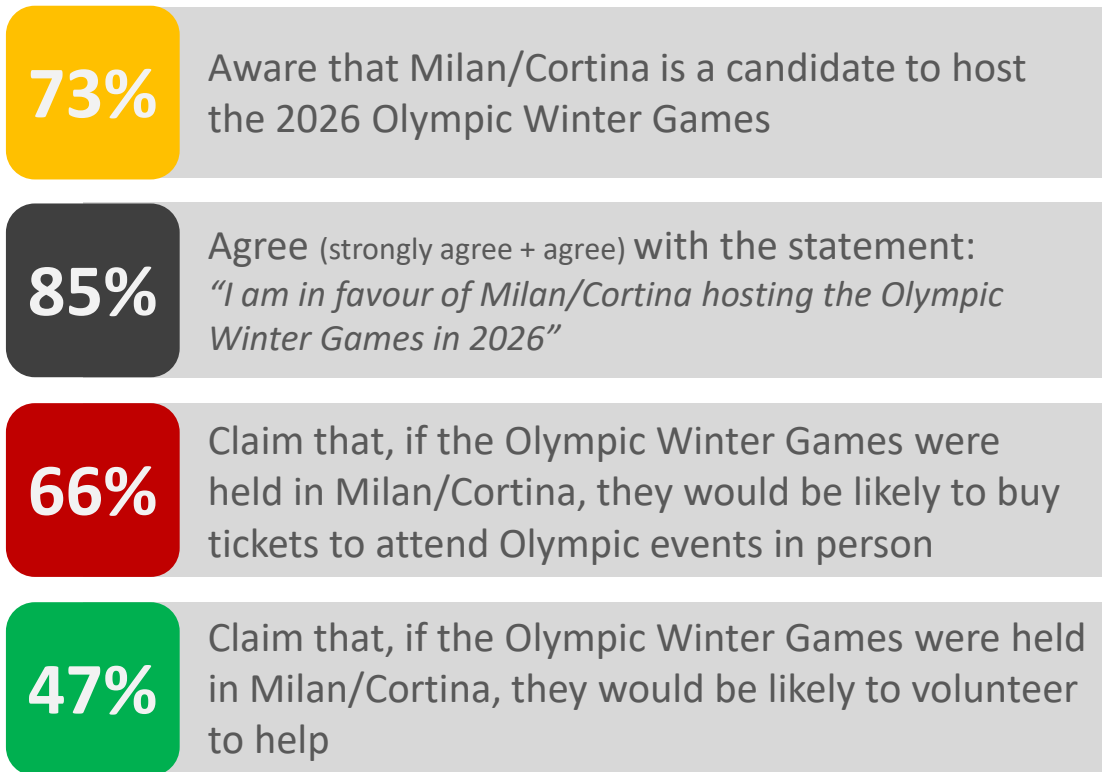


Figures may not add up to 100%, due to rounding

Were you aware that <INSERT CITY> is a candidate to host the 2026 Olympic Winter Games?; How much do you agree or disagree with the following statement? "I am in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026"; If the 2026 Olympic Winter Games was hosted in <INSERT CITY>, how likely would you be to buy tickets to attend Olympic events in person?; If the Olympic Winter Games were to take place in <INSERT CITY>, how likely would you be to volunteer to help?; Why are you in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?; Why are you not in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?

Base: All Respondents aged 16-65 region of Veneto; n=608; All Respondents aged 16-65 region of Veneto who strongly agree/agree n=484; All Respondents aged 16-65 region of Veneto who strongly disagree/disagree n=16

Summary: Elsewhere in Italy









Figures may not add up to 100%, due to rounding

Were you aware that <INSERT CITY> is a candidate to host the 2026 Olympic Winter Games?; How much do you agree or disagree with the following statement? "I am in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026"; If the 2026 Olympic Winter Games was hosted in <INSERT CITY>, how likely would you be to buy tickets to attend Olympic events in person?; If the Olympic Winter Games were to take place in <INSERT CITY>, how likely would you be to volunteer to help?; Why are you in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?; Why are you not in favour of <INSERT CITY> hosting the Olympic Winter Games in 2026?

Base: All Respondents aged 16-65 elsewhere in Italy; n=628; All Respondents aged 16-65 elsewhere in Italy who strongly agree/agree n=536; All Respondents aged 16-65 elsewhere in Italy who strongly disagree/disagree n=16

Summary: Hosting favourability 2018 vs 2019

 Positive evolution

	2018			2019		
						
Italy	6%	14%	80%	4% ↓	13% ↓	83% ↑
Milan	6%	12%	83%	4% ↓	10% ↓	87% ↑
Lombardy	10%	19%	71%	5% ↓	14% ↓	81% ↑
Veneto	4%	14%	83%	3% ↓	18% ↑	80% ↓
Elsewhere in Italy	4%	11%	85%	3% ↓	12% ↑	85%

How much do you agree or disagree with the following statement? "I am in favour of Milan/Cortina hosting the Olympic Winter Games in 2026"

Base: All Respondents in Italy aged 16-65 Wave 1 n=2,460, Wave 2 n=2456; Milan Wave 1 n=610, Wave 2 n=613; Elsewhere in Lombardy Wave 1 n=610, Wave 2 n=607; Veneto Wave 1 n=610, Wave 2 n=608; Elsewhere in Italy Wave 1 n=630, Wave 2 n=628.

Executive Summary: Key Findings

- **Awareness** of Milan/Cortina's candidature is HIGH (77%).
 - Awareness is highest in Milan (83%), followed by Veneto (78%) and is driven by males (83%) and 50-65 year olds (84%).
- FOUR IN FIVE Italians (83%) are **in favour** of Milan/Cortina hosting the Olympic Winter Games in 2026.
 - Reasons for being in favour of hosting include that it would be 'good for the economy' and that hosting the Olympic Winter Games would bring 'good publicity and international recognition' to the country.
- OVERALL, hosting the Olympic Winter Games is seen by the Italians as an **opportunity for economic development** (rather than a burden) and is thought to bring **many benefits** (as opposed to none).
 - The money spent to host the Olympic Winter Games is also thought to be money well spent (rather than not well spent).
- The main Games-related areas that the Italians feel need DIRECT OR INDIRECT INVESTMENT are improving the **public transport system** (67%), **sports venues** (66%) and **accessibility** for those with an impairment (58%).

Executive Summary: Key Findings

- The aspects that are most likely to be seen by the Italians as the BENEFITS OF HOSTING the Olympic Winter Games are **tourism** development (67%), improvements to **infrastructure** (58%) and enhancing the **country's image** (57%).
- In relation to the Paralympic Winter Games, the majority of Italians acknowledge that there will be a **range of benefits** from hosting the event, although no one aspect stands out above the others.
- **Traffic jams** (39%) and **waste of money** (38%) are the TWO MAIN CONCERNS Italians have related to hosting the Olympic Winter Games. **Security threats** are a concern for over a third (35%) of people.
 - 10% do not have any concerns about hosting the Olympic Winter Games.
- If the 2026 Olympic Winter Games is hosted in Milan/Cortina, almost **two thirds** (64%) of Italians are likely to **buy tickets** to attend.
 - Residents in Milan are most likely to buy tickets.
- Around **two out of five** Italians (43%) would consider **volunteering** to help with the set-up and organisation of the Olympic Winter Games.
 - Males, 16-29s and those in the higher socio-economic groups are most likely to volunteer.

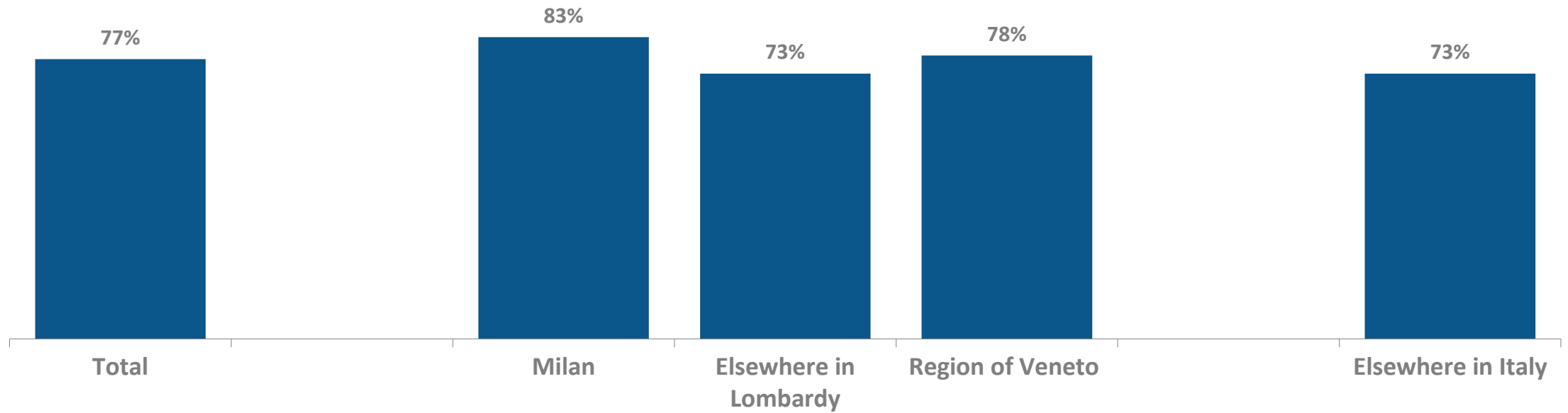
Awareness of
Olympic
Candidature and
Hosting
Favourability



Awareness of Olympic Candidature

Candidature awareness is highest among those living in Milan.

Yes %



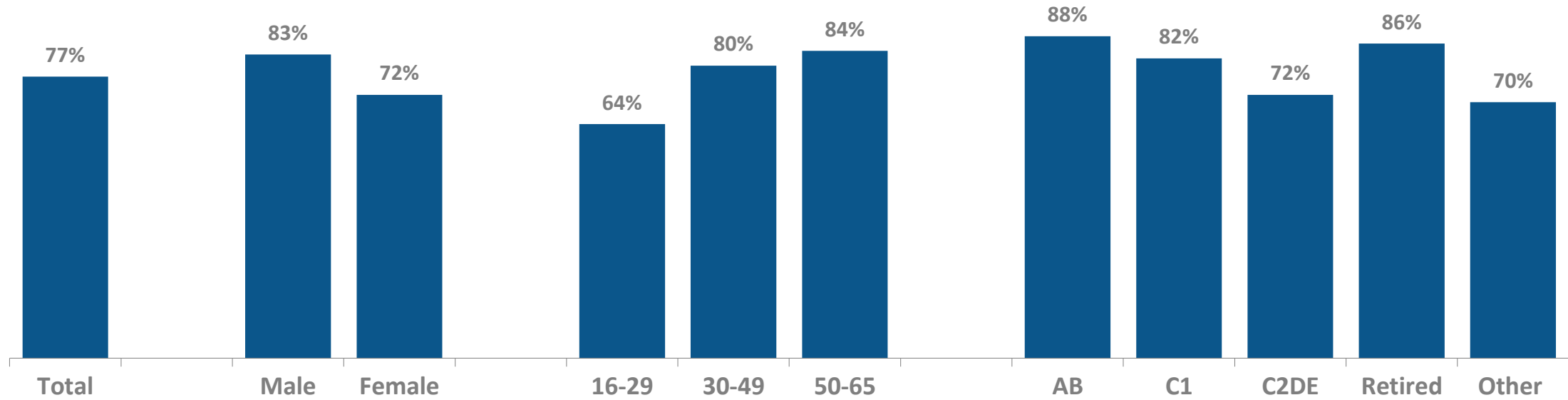
Were you aware that Milan/Cortina is a candidate to host the **2026** Olympic Winter Games?

Base: All Respondents in Italy aged 16-65 n=2,456; Milan n=613; elsewhere in Lombardy n=607; Region of Veneto n=608; elsewhere in Italy n=628

Awareness of Olympic Candidature

Awareness of Milan/Cortina's bid to host the Olympic Winter Games in 2026 is highest among males, 50-65 year olds and AB's.

Yes %



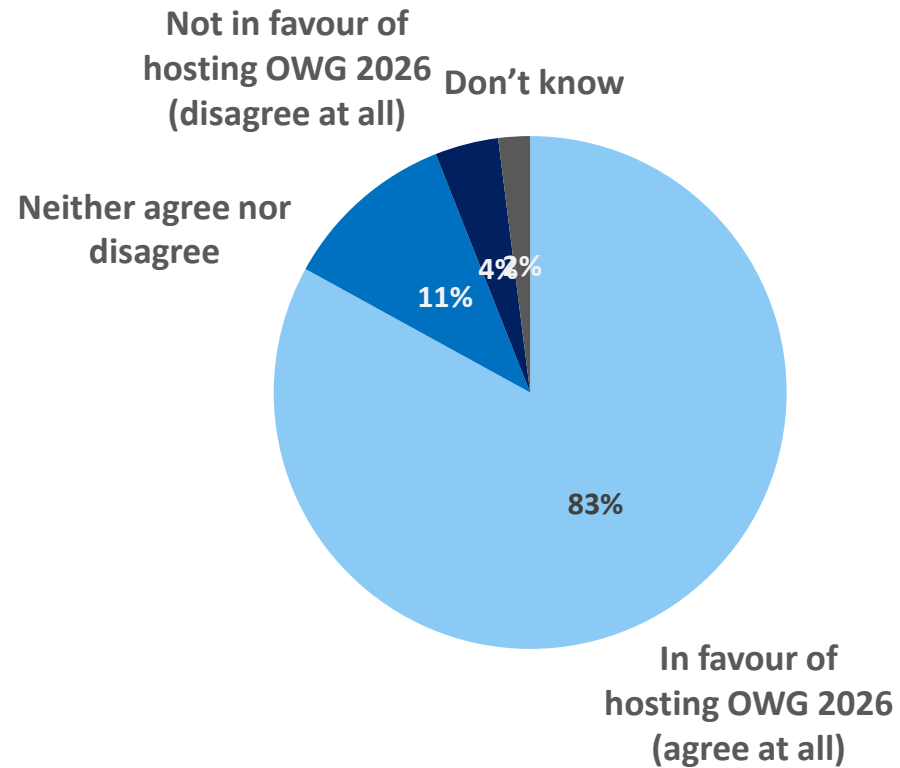
Were you aware that Milan/Cortina is a candidate to host the **2026** Olympic Winter Games?

Base: All Respondents in Italy aged 16-65 n=2,456; Males n=1,219; Females n=1,237; 16-29 n=975; 30-49 n=986; 50-65 n=495; AB n=406; C1 n=512; C2DE n=823; Retired n=63; Other n=652

Hosting Favourability

Over 8 in 10 Italians are in favour of hosting the Olympic Winter Games in 2026.

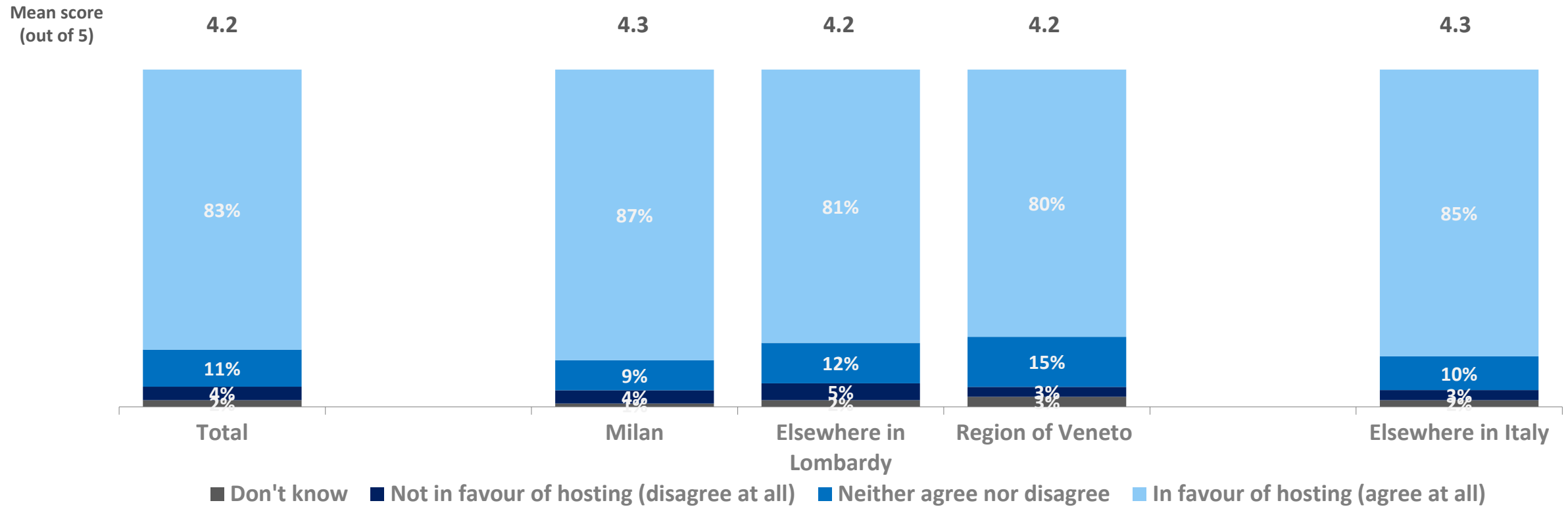
Mean score
(out of 5) 4.2



How much do you agree or disagree with the following statement? "I am in favour of Milan/Cortina hosting the Olympic Winter Games in 2026"

Hosting Favourability

Hosting favourability is highest among those living in Milan and outside host city/regions.

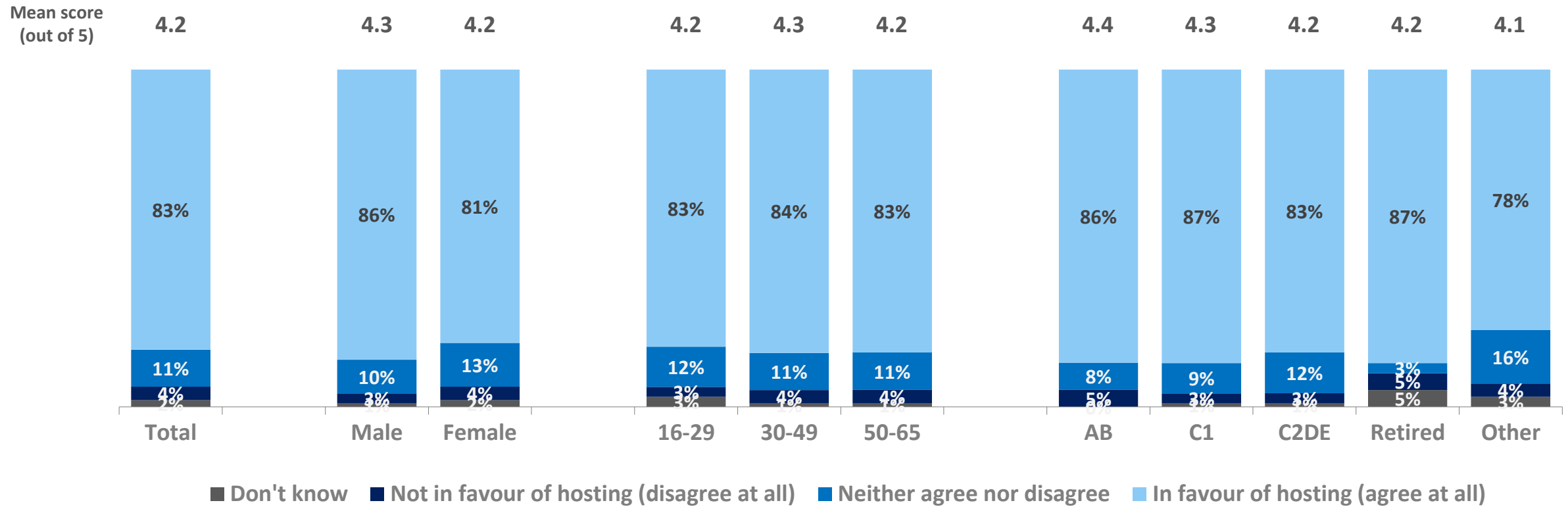


How much do you agree or disagree with the following statement? "I am in favour of Milan/Cortina hosting the Olympic Winter Games in 2026"

Base: All Respondents in Italy aged 16-65 n=2,456; Milan n=613; elsewhere in Lombardy n=607; Region of Veneto n=608; elsewhere in Italy n=628

Hosting Favourability

Hosting favourability is very high among all demographic groups, slightly driven by males and Retired people.



How much do you agree or disagree with the following statement? "I am in favour of Milan/Cortina hosting the Olympic Winter Games in 2026"

Why in Favour of Hosting

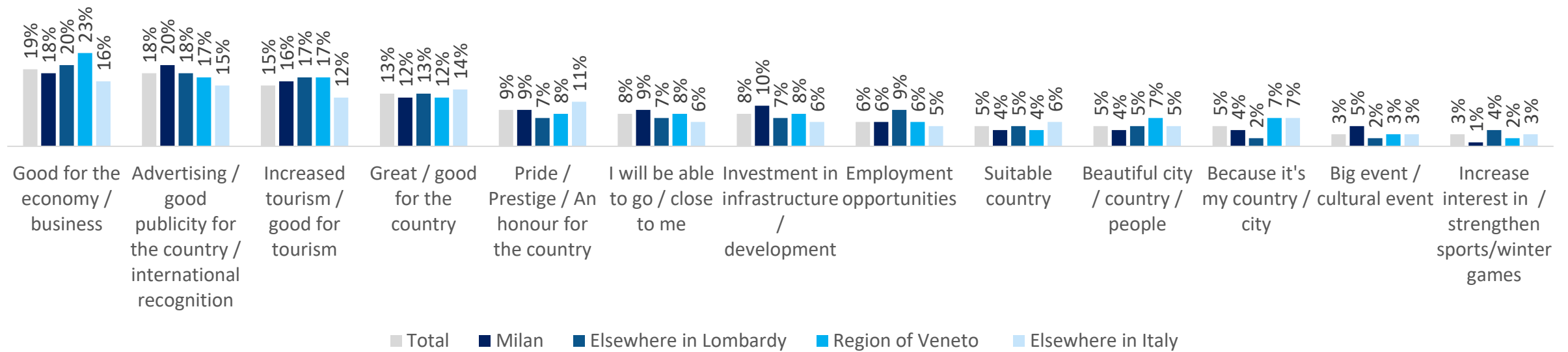
Italians are in favour of hosting the Olympic Winter Games because it is perceived that hosting will be 'good for the economy' and provide 'good publicity for the country'.



Why are you in favour of Milan hosting the Olympic Winter Games in 2026?

Why in Favour of Hosting

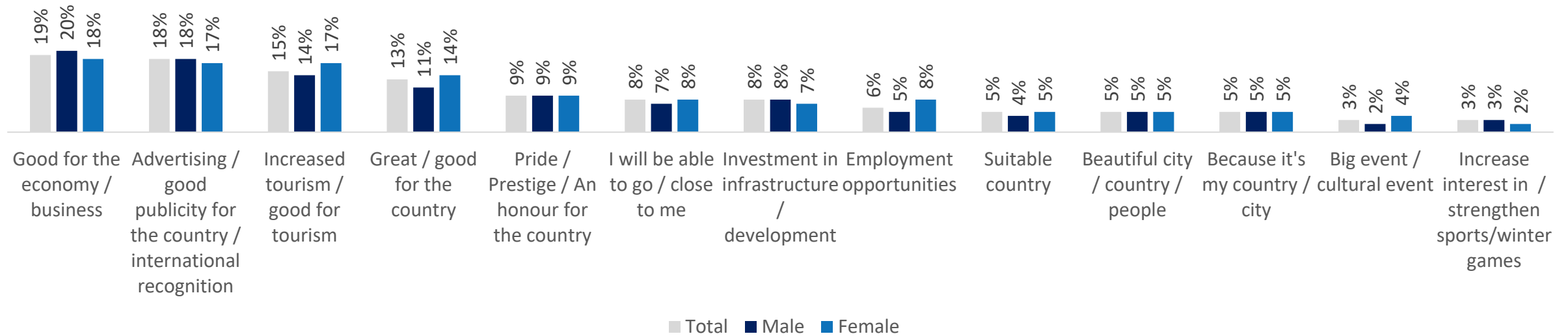
Residents in Veneto are the most likely to favour hosting the Olympic Winter Games because it will be 'good for the economy', while those living in Milan are slightly more likely than other residents in Italy that hosting will be 'good advertising for the country'.



Why are you in favour of Milan hosting the Olympic Winter Games in 2026?

Why in Favour of Hosting

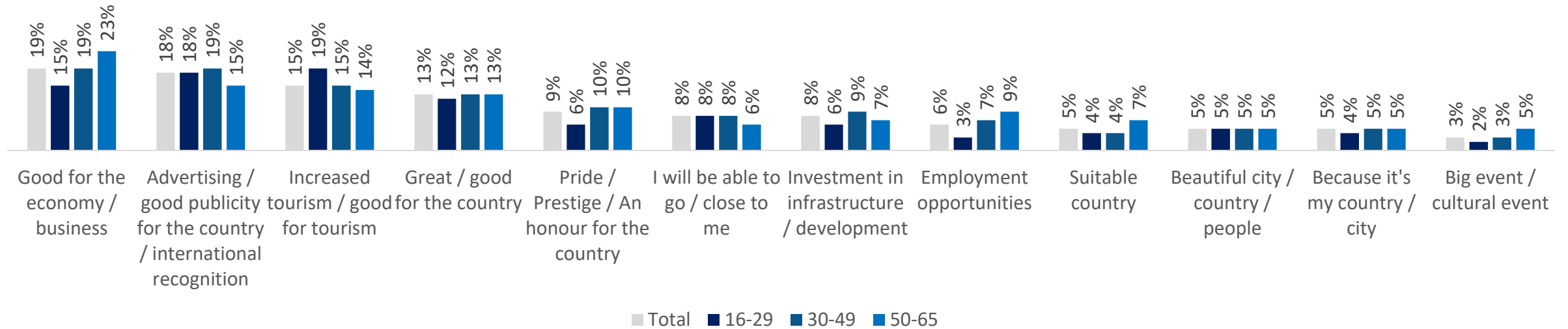
Males and females generally cite similar reasons as to why they are favourable about potentially hosting the Olympic Winter Games in 2026.



Why are you in favour of Milan hosting the Olympic Winter Games in 2026?

Why in Favour of Hosting

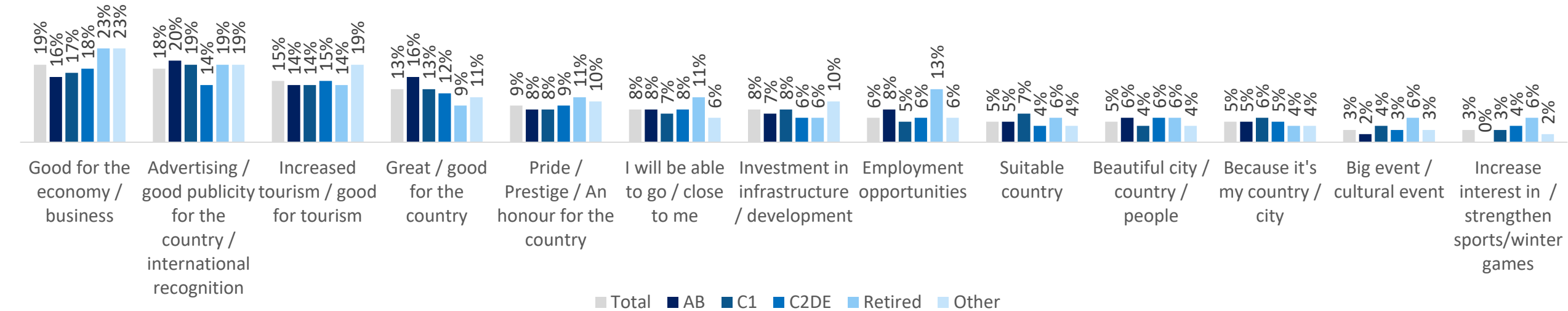
Perceptions that hosting the Olympic Winter Games will be 'good for the economy' increases with age. 16-29 year olds are more likely than other age groups to feel favourable about hosting because it will 'increase tourism'.



Why are you in favour of Milan hosting the Olympic Winter Games in 2026?

Why in Favour of Hosting

Those in the higher socio-economic groups are more likely to think that 'good publicity' is a reason to be favourable about hosting the Olympic Winter Games. 'Employment opportunities' is highest among Retired people.

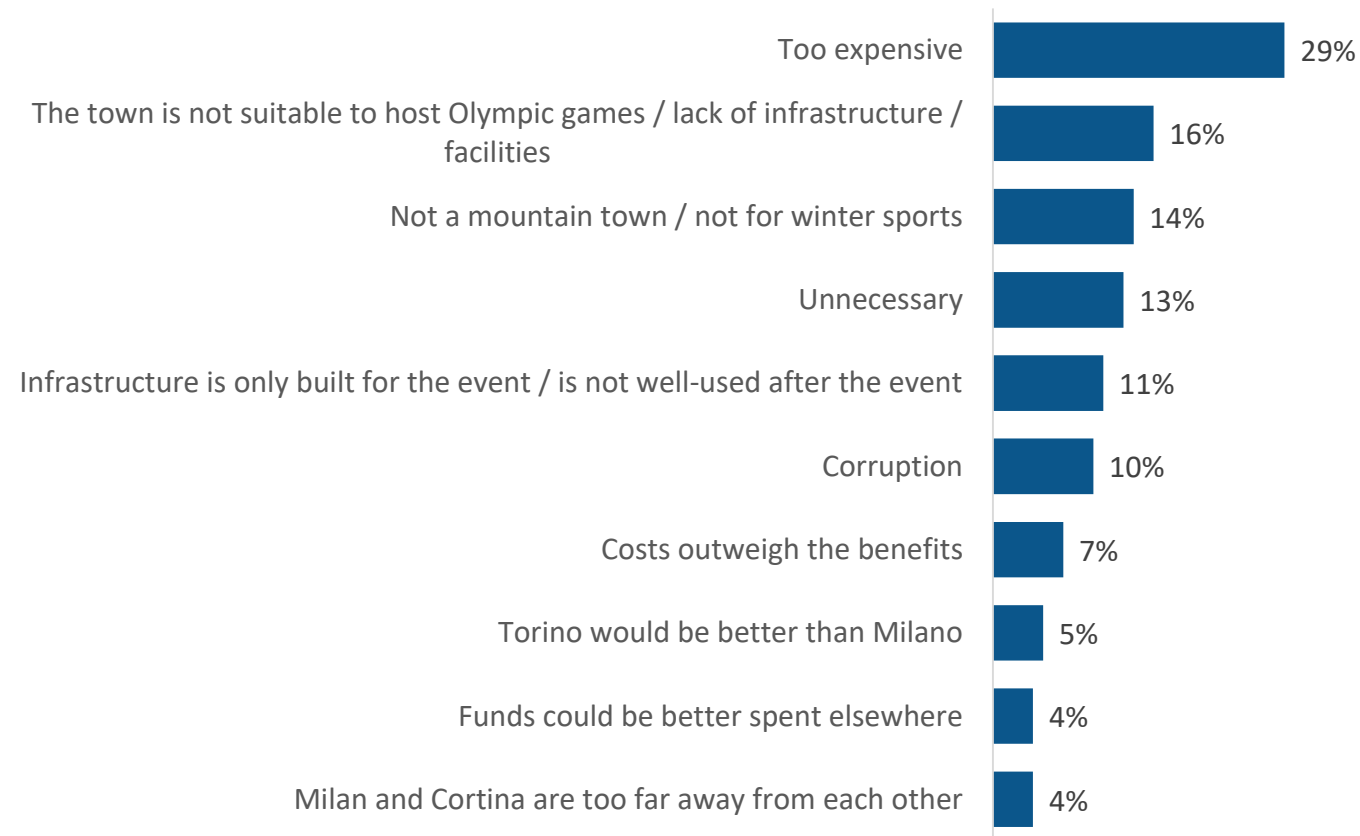


Why are you in favour of Milan hosting the Olympic Winter Games in 2026?

Base: All Respondents in Italy aged 16-65 who answered strongly agree/agree n=2,045; AB n=351; C1 n=444; C2DE n=686; Retired n=55; Other n=509

Why Not in Favour of Hosting

The cost of hosting is the main reason why Italians are not in favour of hosting the Olympic Winter Games in 2026.



Why are you not in favour of Milan hosting the Olympic Winter Games in 2026?

Data not shown due to low base size

Why are you not in favour of Milan hosting the Olympic Winter Games in 2026?

Base: All Respondents in Italy aged 16-65 who answered strongly disagree/disagree n=82; Milan n=19; elsewhere in Lombardy n=31; Region of Veneto n=16; elsewhere in Italy n=16



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