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Sports could and should contribute to betterment of all segments of our society—however, there are many danger signals ahead—

1. Winning Athletes -- Far too much recognition
   A. by all media
   B. some professionals--too much pay

2. Not enough emphases on participating activities for all--young and old.
   ***

...Regardless of political hassels, international strife, and internal problems within the various athletic organizations, I still feel that the Olympics represent the greatest challenge for an athlete. To compete for your country and yourself—to me this is the ultimate. To witness the events, where dedicated athletes have given so much for this opportunity, will be a worthwhile, educational and social experience. It's all just our kind of thing!
COMMENTS CONCERNING SPORT AND THE
OLYMPICS IN GENERAL

The reason for this addition to your survey is that I felt I could not honestly answer your questions with a simple "yes-no-maybe" answer, so I am adding the following notes for clarification of my answers. Please refer to this letter for specific answers.

First, as an American, I would like to see Americans win as many medals as they can. As to which countries I would like to see win most medals, I can only say that participants win medals, not countries. If a participant is deserving of a medal, he or she wins—not the country.

I believe, to participate in sports, one doesn't need to belong to a club or organization (depending on the sport).

I believe as I do because I feel that some performance-point-judgment evaluations are not truly "unbiased." I found this particularly true in the judging of some events (i.e., diving) in the '72 Olympics.

Seeing how other nations in the world subsidize their athletes to the point of professionalism, I think the term "amateurism" must be redefined. I definitely feel our athletes are being discriminated against.

Part of the thrill of this Olympics for us (my wife and I) is not only seeing the games, but also is getting to meet people—the Canadians with which we'll be staying, the people (hopefully from other nations) that we'll meet at the games or because of our mutual interest in them, the people we've already met because of our interest in the Olympics, the carryover it will have for our students in school—this trip is the desire of a lifetime. I sure hope it's what some would call "the Olympic Spirit."

***

I think the definitions of "amateur" and "professional" should be revamped. Many other countries subsidize, support and/or fund their athletes by various means and somehow manage to define their competitors as amateurs.

***
COMMENTS CONCERNING THE FUTURE
OF THE OLYMPIC GAMES

The Olympics should be reserved as a final proving ground where amateur athletes from all over the world can come to compete against one another. Any ties that the athletes have to their country should be emphasized to a minimal degree, if at all.

Perhaps a small, unobtrusive emblem on a standard uniform would be a step toward achieving this goal of non-nationalism. Another step along these lines which could be implemented right away would be to cease playing any national anthems at the awards ceremonies. In this manner the athlete would be the focus of the world's praise, and rightly so.

***

....Some people feel that the Olympics are a waste of money and should be abolished. I strongly disagree, of course. Poverty, crime, etc., will always exist on earth, and although we must be compassionate to fellow humans, absolute idealism, total dedication to bettering the world, are folly. Sports, like art, gives order to a chaotic existence. And like art, it is, at best, inspiring, uplifting, pleasurable, and beautiful. Without the arts, and without sports, life would be less bearable. We need them psychologically....Thanks for listening.

***

The question of "amateur" status is the biggest question of the Olympic Committee to straighten out. Countries that subsidize their athletes should either be "controlled" or a semi-professional be granted to other countries. An International School of Judges should be established and they should work together until a more uniformed method of judging be established.

***

Because of the difficulty of definition, and the difference among social systems, I should like to see all qualified athletes admitted to the Olympics, regardless of amateur or professional status.

***

Athletes from all competing nations should be subject to some rules covering amateur status, otherwise, let anyone compete--amateur and professional.

***

After Moscow, I believe the Olympics should be held in Greece every four years, with permanent facilities for athletes and visitors. The "home" country, now, does not have any advantage for tickets, etc.--so why have rotating host countries.
COMMENTS CONCERNING THE U.S. OLYMPIC TEAM

...We must find a new set of rules to govern the athletes. The U.S. is way behind. We must ask professional sports to help us send our best. We had a good walker in our own area but he went extremely in debt trying to compete in Munich. He was disqualified in the trials, so did not go, although he was better than the others. We must get together through our government and get more support from our large corporations and professional sports teams. Awarding of professional contracts could wait (such as basketball). Large corporations with tax rebates could contribute through release time for athletes from their employment so they can continue to support their family while away at trials and games. We must also select athletes in other than just one event. Sometimes injuries in one must knock out the best. Perhaps a series of competition in various sections of the country would not only select our best overall performers but would increase fan and spectator appeal.

***

I hope part of your research will prove that the government must help our athletes, as all the other countries do. Also to drop our amateur status that the U.S.A. makes our competitors be--all the other countries competitors are really pledged professionals competing against our amatures! Good Luck! I'm sure you will find there is still hope in the U.S.!

***

I strongly believe the Federal Government should appoint a cabinet level "National Sports Commissioner" or something along that line, which hopefully would settle the AAU/NCAA problem and appoint some knowledgeable people to the U.S. Olympic Committee.

***

I am a Health and Physical Education major and you may wonder why I would like other countries to do well in the Olympics. If the U.S. has a poor showing in the Olympics, the U.S. will improve their physical education programs instead of cutting them out of the school programs due to budgets.

***

The media make for too much of nationalism. It would be better if the athletes did not enter the area by countries. The U.S. seems to show more concern for officials and managers than for athletes.
PAST OLYMPIC SITES ATTENDED BY
THE SPECTATORS OF THE STUDY

1. Munich
2. Mexico City
3. Tokyo
4. Rome
5. Helsinki
6. Innsbruck
7. Lake Placid
8. St. Moritz
9. London
10. Berlin
11. Grenoble
12. Melbourne
13. Sapuro
14. Los Angeles
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<th>Sports, Leisure and Recreation Activities</th>
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<td>Scuba Diving</td>
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<td>64</td>
<td>Raquet Ball</td>
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<td>65</td>
<td>Team Handball</td>
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2. Managers and proprietors of medium sized concerns, teachers, nurses, pharmacists, engineers, pro-athletes. ( )

3. Administrative personnel of large concerns, owner of small business, or police officer. ( )

4. Clerical and sales personnel, technicians, firemen, police patrolmen. ( )

5. Semi-skilled workers--examples: farmer, trucker, seamstress, assembly line. ( )

6. Unskilled worker--examples: domestic work, janitor, service station attendant. ( )

30. Which of the following income levels was closest to your total income before taxes in 1975? (166-174)

1. Less than $5,000/year ( )
2. $5,000 - $9,999/year ( )
3. $10,000 - $14,999/year ( )
4. $15,000 - $19,999/year ( )
5. $20,000 - $24,999/year ( )
6. $25,000 - $29,999/year ( )
7. $30,000 - $50,000/year ( )
8. $51,000 - $100,000/year ( )
9. Over $100,000/year ( )

31. Describe your present home surroundings. (175-182)

1. Rural or farm ( )
2. Rural community less than 1,000 ( )
3. Community less than 10,000 ( )
4. City less than 50,000 ( )
5. City less than 500,000 ( )
6. City over 500,000 ( )
7. City over 1 million ( )

32. How would you describe yourself politically? (183-189)

1. Far left ( )
2. Liberal ( )
3. Moderate ( )
4. Conservative ( )
5. Far right ( )
6. Unknown ( )

*** *** *** *** *** *** *** *** *** *** *** ***
Use the self-addressed stamped envelope to return your completed questionnaire.

THANK YOU FOR YOUR COOPERATION

If you have any questions or comments about this study, please write them below or on the reverse side.
I want to see people who will not give up. ( ) ( ) ( ) ( ) ( )

I would like to see what kind of competition is ahead of me in my sport. ( ) ( ) ( ) ( ) ( )

Other ( ) ( ) ( ) ( ) ( )

How important do you think it is for you to see the Olympic Games in Montreal? (142-144)

1. Very important ( )
2. Important ( )
3. Not important at all ( )

What was your age at your last birthday? _________________________

Are you male ___ or female ___ ?

What is your current status? (147-150)

1. Single ( )
2. Married ( )
3. Divorced ( )
4. Separated ( )
5. Widow(er) ( )

How many years of education have you completed? (151-157)

1. 8 years or less ( )
2. Some high school (completed 7-11 grades) ( )
3. High school diploma ( )
4. Some college (completed 1-2 years) ( )
5. College degree (B.S., B.A., etc.) ( )
6. Some graduate work (M.S., M.A., Ph.D) ( )

Where are your ancestors from? What countries? (158-159)

1. ____________________________
2. ____________________________

Which of the following categories is closest to your occupation? (160-165)

1. Executives and proprietors of large concerns and major professionals (professors, lawyers, physicians). ( )
22. How would you express your reason for going to see the Olympic Games by using the following statements? Please indicate whether you strongly agree (SA), agree (A), undecided (U), disagree (D), or strongly disagree (SD).

I am going to see the Olympic Games in Montreal because:
(127-141)

A. I like to feel the international excitement

B. I want to cheer for the American team.

C. A member of my family is competing and I would like to see him/her.

D. To prove to everyone that what happened in Munich is not going to stop the games.

E. I am a sports "freak" and I want to witness the grace and beauty of the best athletes in the world.

F. There is considerable prestige in going to the games, and to be able to say I saw the "big" games.

G. I have the opportunity to be in Montreal on summer vacation.

H. I want to see what other cultures are doing for sports activity.

I. I want to study the sports of other societies.

J. I want to see the U.S.A. competing against "all the world" and beat them.

K. The games are held relatively close to my hometown.

L. I am not interested in sports at all, but I am going because my husband/wife is.

M. I really believe that the "Olympic Spirit" in amateur sport still exists.
16. Who do you think will win the most Olympic medals? (106-109)

1. U.S.A. 
2. U.S.S.R. 
3. East Germany 
4. Others

17. I would like you to tell me whether you think the contests in the Olympics are run honestly, or whether you think they are biased? Would you say that most, a few or none of the contests are biased?

1. Most
2. A few
3. None
4. No opinion

18. Do you think the Olympic Games do more good than harm to international goodwill? (114-117)

1. More good than harm
2. More harm than good
3. No effect either way
4. Undecided

19. Do you think that athletes who have received more money than allowed amateur status should be declared professionals, and thus forbidden to enter as amateurs and represent the U.S.A. at the Olympic Games? (118-120)

1. Should be declared professionals
2. Should not be declared professionals
3. Do not know

20. Do you think the Olympic Games will improve relations between the countries taking part, harm them, or make no difference? (121-123)

1. Improve them
2. Harm them
3. No difference

21. The expenses of training and sending athletes to the Olympic Games are now paid entirely by gifts from citizens. Do you think it would be a good policy, or a poor policy, to ask the government to pay part of these expenses?

1. Good policy
2. Poor policy
3. No opinion
12. How much time do you estimate you spend watching sports in one week? (73-77)
   1. One hour or less ( )
   2. Between 1 and 5 hours ( )
   3. Between 3 and 5 hours ( )
   4. Between 5 and 7 hours ( )
   5. 7 hours or more ( )

13. How would you rate yourself as a spectator of sports events on the following scale? (78-82)
   1. Very avid ( )
   2. Watch quite often but not avidly ( )
   3. Watch occasionally or not at all ( )
   4. Watch only sporadically ( )
   5. Watch very seldom ( )

14. Do you belong to one of the following clubs? (83-88)
   1. Country Club ( )
   2. Tennis Club ( )
   3. Health Spa ( )
   4. Y.M.C.A. ( )
   5. J.C.C. ( )
   6. Others ( )

15. In general, how would you characterize your participation in the following activities during the time you were in high school, college? (85-105)

   **High School**
   Varsity Athletics
   1. Much ( )
   2. Some ( )
   3. Little ( )
   4. None ( )

   Intramural Activities
   1. Much ( )
   2. Some ( )
   3. Little ( )
   4. None ( )

   **College**
   Varsity Athletics
   1. Much ( )
   2. Some ( )
   3. Little ( )
   4. None ( )

   Intramural Activities
   1. Much ( )
   2. Some ( )
   3. Little ( )
   4. None ( )
11. Football (soccer)  
12. Gymnastics  
13. Handball - M  
14. Handball - W  

6. What countries would you like to see win the most gold medals? (47-50)
   1. ______________________  
   2. ______________________  
   3. ______________________  
   4. ______________________

7. Do you yourself take part in any sport? Do you play in any sport? (51-56)
   1. No  
   2. Yes  
   7a. If yes, what?

8. How much time do you estimate you spend participating in sports in one week? (57-61)
   1. One hour or less  
   2. Between 1 and 3 hours  
   3. Between 3 and 5 hours  
   4. Between 5 and 7 hours  
   5. More than 7 hours  

9. How often do you read the sports page of the newspaper? (62-67)
   1. Almost every day  
   2. More than once a week, but less than every day  
   3. Once a week  
   4. Less than once a week  
   5. Hardly at all  
   6. Never  

10. Do you subscribe to any sport journal? (68-69)
    1. Yes  
    2. No  

11. If you do watch sports events, what medium do you use most? (70-72)
    1. Television  
    2. Live sporting events  
    3. Do not watch sports events
OLYMPIC SPECTATORS STUDY

GENERAL INSTRUCTIONS:

Either a pen or pencil may be used to complete this questionnaire. Most of the questions may be answered by simply placing an X in the appropriate box; other questions ask for written-in answers. Please ignore the numbers beside the questions and answers; they are for computer tabulation only.

1. How long ago did you decide to go to see the Olympic Games? (1-5)
   1. Six months ago ( )
   2. One year ago ( )
   3. Two years ago ( )
   4. Three years ago ( )
   5. Four years ago ( )

2. With whom are you going to see the games? (6-12)
   1. Alone ( )
   2. Wife/Husband ( )
   3. Children ( )
   4. All the family ( )
   5. Father ( )
   6. Mother ( )
   7. Friend(s) ( )

3. Have you ever been to the Olympics before, as a spectator? (13-15)
   1. No ( )
   2. Yes ( )
   3a. If yes, where?

4. Have you ever actually participated in an event in the Olympics? (16-18)
   1. No ( )
   2. Yes ( )
   4a. If yes, where?

5. What are the events that you plan to see in the Olympics? (19-46)
   1. Opening Ceremonies ( )
   2. Archery ( )
   3. Athletics (track and field) ( )
   4. Basketball - M ( )
   5. Basketball - W ( )
   6. Boxing ( )
   7. Canoeing ( )
   8. Cycling ( )
   9. Equestrian Sports (horsemanship) ( )
   10. Fencing ( )
   11. ( )
   12. ( )
   13. ( )
   14. ( )
   15. Hockey (field) ( )
   16. Judo ( )
   17. Modern Pentathlon ( )
   18. Rowing ( )
   19. Shooting ( )
   20. Swimming ( )
   21. Diving ( )
   22. Water Polo ( )
   23. Volleyball - M ( )
   24. Volleyball - W ( )
   25. Weightlifting ( )
   26. Wrestling ( )
June 16, 1978

Dear Olympic Spectator:

I would like to thank you for taking the time to fill in the questionnaire that I sent you to determine the factors that influence spectators to go to see the Olympic Games this coming summer in Montreal, Canada.

If you have not returned the questionnaire I would appreciate receiving it at your earliest convenience. Your result will help to insure the accuracy of my findings.

Thank you for your help.

Sincerely,

Asher Mashiach

Asher Mashiach
612 Jasonway Avenue
Columbus, Ohio 43214
APPENDIX C
2. Managers and proprietors of medium sized concerns, teachers, nurses, pharmacists, engineers, pro-athletes. ( )

3. Administrative personnel of large concerns, owner of small business, or police officer. ( )

4. Clerical and sales personnel, technicians, firemen, police patrolmen. ( )

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O. I would like to see what kind of competition is ahead of me in my sport. ( ) ( ) ( ) ( ) ( ) ( )

P. Other ( ) ( ) ( ) ( ) ( ) ( )

23. How important do you think it is for you to see the Olympic Games in Montreal? (142-144)

1. Very important { } 3. Not important at all ( )
2. Important { }

24. What was your age at your last birthday? _________________________

25. Are you male _____ or female _____?

26. What is your current status? (147-150)

1. Single { } 4. Separated { }
2. Married { } 5. Widow(er) { }
3. Divorced { }

27. How many years of education have you completed? (151-157)

1. 8 years or less ( ) 5. College degree (B.S., B.A., etc.) ( )
2. Some high school (completed 7-11 grades) { } 6. Some graduate work (M.S., M.A., Ph.D) ( )
3. High school diploma { } 4. Some college (completed 1-2 years) ( )

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16. Who do you think will win the most Olympic medals? (106-109)

1. U.S.A.   {   }  3. East Germany   {   }
2. U.S.S.R. {   }  4. Others   {   }

17. I would like you to tell me whether you think the contests in the Olympics are run honestly, or whether you think they are biased? Would you say that most, a few or none of the contests are biased?

1. Most   {   }  3. None   {   }
2. A few   {   }  4. No opinion   {   }

18. Do you think the Olympic Games do more good than harm to international goodwill? (114-117)

1. More good than harm   {   }  3. No effect either way   {   }
2. More harm than good   {   }  4. Undecided   {   }

19. Do you think that athletes who have received more money than allowed amateur status should be declared professionals, and thus forbidden to enter as amateurs and represent the U.S.A. at the Olympic Games? (118-120)

1. Should be declared professionals   {   }
2. Should not be declared professionals   {   }
3. Do not know   {   }

20. Do you think the Olympic Games will improve relations between the countries taking part, harm them, or make no difference? (121-123)

1. Improve them   {   }  3. No difference   (   )
2. Harm them   {   }

21. The expenses of training and sending athletes to the Olympic Games are now paid entirely by gifts from citizens. Do you think it would be a good policy, or a poor policy, to ask the government to pay part of these expenses?

1. Good policy   {   }  3. No opinion   (   )
2. Poor policy   {   }
12. How much time do you estimate you spend watching sports in one week? (73-77)

1. One hour or less ( )
2. Between 1 and 5 hours ( )
3. Between 3 and 5 hours ( )
4. Between 5 and 7 hours ( )
5. 7 hours or more ( )

13. How would you rate yourself as a spectator of sports events on the following scale? (78-82)

1. Very avid ( )
2. Watch quite often but not avidly ( )
3. Watch occasionally ( )
4. Watch only sporadically ( )
5. Watch very seldom or not at all ( )

14. Do you belong to one of the following clubs? (83-88)

1. Country Club ( )
2. Tennis Club ( )
3. Health Spa ( )
4. Y.M.C.A. ( )
5. J.C.C. ( )
6. Others ( )

15. In general, how would you characterize your participation in the following activities during the time you were in high school, college? (85-105)

**High School**

**Varsity Athletics**

1. Much ( )
2. Some ( )
3. Little ( )
4. None ( )

**Intramural Activities**

1. Much ( )
2. Some ( )
3. Little ( )
4. None ( )

**College**

**Varsity Athletics**

1. Much ( )
2. Some ( )
3. Little ( )
4. None ( )

**Intramural Activities**

1. Much ( )
2. Some ( )
3. Little ( )
4. None ( )
11. Football (soccer)   27. Yachting

6. What countries would you like to see win the most gold medals? (47-50)

1. ___________________________ 3. ______________________________
2. ___________________________ 4. ______________________________

7. Do you yourself take part in any sport? Do you play in any sport? (51-56)

1. No   2. Yes

7a. If yes, what?

8. How much time do you estimate you spend participating in sports in one week? (57-61)

1. One hour or less   2. Between 1 and 3 hours
2. Between 3 and 5 hours   4. Between 5 and 7 hours
3. More than 7 hours

9. How often do you read the sports page of the newspaper? (62-67)

1. Almost every day 2. More than once a week, but less than every day
2. Once a week   3. Less than once a week
3. Hardley at all   4. Never

10. Do you subscribe to any sport journal? (68-69)

1. Yes   2. No

11. If you do watch sports events, what medium do you use most? (70-72)

1. Television   3. Do not watch sports events
2. Live sporting events
OLYMPIC SPECTATORS STUDY

GENERAL INSTRUCTIONS:

Either a pen or pencil may be used to complete this questionnaire. Most of the questions may be answered by simply placing an "X" in the appropriate box; other questions ask for written-in answers. Please ignore the numbers beside the questions and answers; they are for computer tabulation only.

1. How long ago did you decide to go to see the Olympic Games? (1-5)
   1. Six months ago  
   2. One year ago  
   3. Two years ago  
   4. Three years ago  
   5. Four years ago

2. With whom are you going to see the games? (6-12)
   1. Alone  
   2. Wife/Husband  
   3. Children  
   4. All the family  
   5. Father  
   6. Mother  
   7. Friend(s)

3. Have you ever been to the Olympics before, as a spectator? (13-15)
   1. No  
   2. Yes  
   3a. If yes, where?

4. Have you ever actually participated in an event in the Olympics? (16-18)
   1. No  
   2. Yes  
   4a. If yes, where?

5. What are the events that you plan to see in the Olympics? (19-46)
   1. Opening Ceremonies  
   2. Archery  
   3. Athletics (track and field)  
   4. Basketball - M  
   5. Basketball - W  
   6. Boxing  
   7. Canoeing  
   8. Cycling  
   9. Equestrian Sports (horsemanship)  
   10. Fencing  
   11. Figure Skating  
   12. Freestyle Skiing  
   13. Golf  
   14. Gymnastics  
   15. Hockey (field)  
   16. Judo  
   17. Modern Pentathalon  
   18. Rowing  
   19. Shooting  
   20. Swimming  
   21. Diving  
   22. Water Polo  
   23. Volleyball - M  
   24. Volleyball - W  
   25. Weightlifting  
   26. Wrestling
Dear Olympic Spectator,

You are one of a select group of people in the United States that can go to see the Olympic Games this coming summer in Montreal, Canada. I am conducting a study to determine the factors that influence spectators to go to see those games. This study will be a major part of my Ph.D. dissertation at Ohio State University in the Sociology of Sport. A questionnaire is enclosed that will only take about ten minutes to complete. I would appreciate your cooperation in filling out this questionnaire and then using the self-addressed, stamped envelope to mail it back to me.

Some outstanding people in the field of Sport Sociology have cooperated in getting this study off the ground. However, in order for the study to be really successful, it is important that you answer the enclosed questionnaire, regardless of whether you are going to see only one Olympic event or a dozen events. This information will help to make a realistic factual picture of the spectators in the Olympic Games. Only the tabulated results of large numbers of persons will be made public.

The results of this study will be used to learn more about participation of American spectators in international sports events and more generally the uses of "leisure" time. The tabulated results of the study will be made available to the United States Olympic Committee, the International Olympic Committee, and the Montgomery Ward Auto Club for future reference on the factors that influence American people to see international games and competition.

Sincerely,

Asher Hashlach

encl.
October 11, 1976

Mr. Asher Hashiach
612 Jasonway Avenue
Columbus, Ohio 43214

Dear Mr. Hashiach:

Thank you for your letter of September 9, 1976 and your check in the amount of $450.00 to cover your share of the expenses for sending the Olympic questionnaires.

I will answer your questions in the order in which you asked them.

1. R. L. Polk has sent a copy of their letter of October 7 to you. In the event you did not receive it, I am enclosing another copy.

2. The total number of tickets sold by Montgomery Ward was $735,000.

3. We received approximately 35,000 orders. Over 100,000 people used the tickets.

If you need any additional information, please do not hesitate to let me know.

Very truly yours,

R. E. Cramer
President

Enclosure
3) 102.138 + 92.138 rounds to 194, so 194th record is selected.
4) 194.276 + 92.138 rounds to 286, so 286th record is selected.
5) 286.414 + 92.138 rounds to 379, so 279th record is selected.

(and so on, until)

6) next to last record + 92.138 rounds to 92056, so 92056th record is the last record selected.

* Note: First point where rounding upward takes place.

This formula can be used to select any size file from a larger file on a random basis.

If you have any further questions please feel free to call me.

Very truly yours,

R. L. POLK & CO.

[Signature]

Susan R. Henderson
Account Executive

SRH:mw

CC: Mr. Asher Machiach
School of Health, Physical Education
and Recreation
Ohio State University
337 N. 17th Avenue
Columbus, Ohio 43210

Mrs. Fran Barry
October 7, 1976

Mr. Dick Cremer
President, The Signature Agency
Montgomery Ward
One Montgomery Ward Plaza
Chicago, IL 60671

SUBJECT: Nth Name Selection of Names from the Olympic Ticket Buyer's File.

Dear Mr. Cremer:

In preparation for the mailing of the Olympic Questionnaires done by Mr. Asher Machlach we were asked to select 1000 names on a random basis from the file of Olympic Ticket Buyers.

To do this we used an "Nth Name Random Selection" scheme described below.

The "Nth Name Random Selection" scheme is designed to insure that every record in the selection file is given an equal chance to be selected in order to produce a statistically valid random mail sample.

Selection Process

Assume that 1000 names are to be selected from a file of 92,138.

Step 1: Select a random start point between 1 and 92. (In the following example we selected 10 as the random start point.)

Step 2: Starting with that random start point, we selected 1000 names on a fractional nth basis.

92.138 is additive, rounding to the nearest whole number for the "take", then reverting to the fraction for addition. Note: The "take" is the selection of the name from the larger file.

Example:

1) Random Start = 10, so 10th record is first selected.
2) 10 + 92.138 rounds to 102, so 102nd record is selected.
August 17, 1976

Mr. Asher Hashisch
612 Jasonway Avenue
Columbus, Oh 43214

Dear Asher:

As discussed, enclosed is an invoice covering the cost for two mailings of the Olympic questionnaire.

Your portion of the expense is the one-time charge of $100.00, plus the postage for one mailing which is $350.00, for a total of $450.00. You may make a check payable to the Montgomery Ward Auto Club and forward it to Mr. R. E. Cremer at this address.

I was pleased to learn about the highly successful response to your mailing, and we look forward to learning the results of the study. I have reminded Mr. Cremer about the information on how the names were selected from the computer.

Our very best regards,

Sincerely,

Hugh R. Lassey
Director, Community Affairs

HRT/dg

enclosure

cct: R. E. Cremer
May 3, 1976

Mr. Asher Hashiach
612 Jasonway Avenue
Columbus, OH 43214

Dear Mr. Hashiach:

Confirming our phone conversation we will be pleased to cooperate in the
distribution of your Olympic questionnaire as outlined in your letter of
April 20.

Our mailing-handling costs will be $100 plus postage. Assuming the envelopes
can be mailed for $.13 each, your total cost reimbursement to Montgomery
Ward will be $230.

As indicated, I will appreciate your letting me know at least a week in advance
the date you will bring the materials to Chicago so that we may have adequate
time to schedule the work.

In the meantime I will attempt to find out how the random selection of names
will be made and whether this will be done by computer.

With very best wishes.

Sincerely,

Hugh R. Tassey

cc: R. E. Cremer
    R. V. Guelich
Asher Mashiah
612 Jasonway Ave.
Columbus, Ohio 43214

Dear Mr. Guelich,

I am sending you a sample of the questionnaire and the support letter that I would like to be sent to spectators who are going to see the Olympic Games.

The first envelope (6" X 9") will be a self-addressed, stamped envelope to me. The second envelope (7½" X 10½") will be addressed to the spectators by Montgomery Ward. The questionnaire and the smaller envelope will already be inside the larger envelope when sent to you if your addressee can handle this arrangement.

If this set-up is satisfactory for you and your people please write or phone me as soon as possible. If everything is okay, I personally will come to Chicago to bring the questionnaire to Montgomery Ward.

I hope to hear from you as soon as possible.

Sincerely yours,

Asher Mashiah

Robert V. Guelich/Vice President and Public Relations Director
Montgomery Ward
619 West Chicago Avenue
Chicago, Illinois 60607

April 20, 1976
March 22, 1976

Mr. Asher Mashiach  
612 Jasonway Avenue  
Columbus, OH 43214

Dear Mr. Mashiach:

I am writing in response to your questions to Mr. Richard Cremer, President, Montgomery Ward Auto Club for a list of 1,000 names and addresses of persons who plan to attend the Olympic Games in Montreal.

We will not be able to supply you the list of names as requested because of the need to protect the privacy of the persons involved.

We will, however, attempt to cooperate with you in your research project in an alternate approach. If you are willing to assume all expense for postage, Montgomery Ward will serve as intermediary to forward your survey materials to a selected list of Olympic ticket purchasers. This offer presumes that you will ship materials to us ready for re-mailing after the application of names and addresses by Montgomery Ward.

Our offer also presumes that all completed survey materials will be returned directly to you and that Montgomery Ward will not be involved in the collection or handling of responses.

Please let us know if this arrangement is satisfactory and if you wish to proceed with this approach.

Sincerely,

Robert V. Guelich

cc: R. E. Cremer
Mr. Richard E. Cremer  
Montgomery Ward Auto Club  
One Montgomery Ward Plaza  
Chicago, Ill. 60671

March 12, 1976

Asher Nashiach  
612 Jasonway Ave.  
Columbus, Ohio 43214

Dear Mr. Cremer,

Today I received a letter from Mr. C.J. Kushell IV informing me to direct my inquiries to you. I am a Ph.D. candidate at Ohio State University in Columbus Ohio, at the College of Physical Education. I am working towards my Ph.D. in Sociology of Sport. For my dissertation, I would like to conduct a study which will determine the factors which influence spectators to go to see the Olympic Games in Montreal.

For this particular project, I need a list of 1000 names and addresses of people who intend to see the Olympic Games in Montreal. After I receive the names, my Ph.D. committee and I will put together a questionnaire.

As of this time my headings will be: Who are the people who go to the Olympic Games? By what means are these people motivated? Is there any correlation between what the people do in their leisure time and what they go to the games to watch? These headings will, of course, be broken down into a number of questions. All the information that I will receive from the questionnaires will be kept confidential and only the results will be published.

This project is very interesting to me, to my advisor from the university, Dr. Harper, and some outstanding professors of the Sociology of Sport. I have to have the names as soon as possible because I want to send the questionnaire before the Olympic Games. My budget is flexible because no one as yet has offered to sponsor this project.

I am sure that this project will be beneficial to the International Olympic Committee, the U.S. Olympic Committee, and it would be a very substantial contribution to the study of Sociology of Sport. I am also sure the results will be of interest to the Montgomery Ward Auto Club for future reference on the factors that influence American people to see international games and competition.

I am looking forward to your response and I hope you look upon my request favorably.

Thank you very much

Asher Nashiach
March 9, 1976

Mr. Asher Mashiach
612 Jasonway Avenue
Columbus, OH 43214

Dear Mr. Mashiach,

As I mentioned in our telephone discussion today, I have only recently been able to obtain the information in reference to your request for Olympic Customer file records. Please write personally to:

Mr. Richard E. Cremer
Montgomery Ward Auto Club
One Montgomery Ward Plaza
Chicago, IL 60671

I have spoken to Mr. Cremer in this regard and he is anticipating your correspondence. Please inform him of your requirements in detail including budget, critical dates, and copy of your intended mailing.

Best wishes on your undertaking.

Sincerely yours,

Dr. A. Kushell IV
Special Events Manager

P. O. Box 2000
Phoenix, AZ 85001
Dear Mr. Kushell:

I'm a Ph.D. student at Ohio State University in Columbus, Ohio working toward a degree in the Sociology of Sport.

For my dissertation, I would like to conduct a study on the American Olympic Spectators. For this particular project, I need the help of Montgomery Ward Auto Club by permitting me to use your Olympic Customer File Records. I would have to use at least 1,000 names of the list by method of random sampling.

I'm looking forward to hear from you.

Thank you,

Asher Mashiach
television and the reporting of international meets and world championships in the papers.

4. To educate the people in the United States that our athletes be able to compete against the Eastern block countries. "Our 'amateurs' competing against their 'professionals' is a false issue."97 By their own definition, Eastern European countries have no professional athletes.

Further Research

The investigator offers the following recommendations for further studies:


2. A similar study in Europe where the maneuverability of spectators among countries is much greater.

3. A comparison of sports spectators from different countries.

4. A follow-up study on the same population before the 1980 Olympic Games in Moscow.

5. Comparative analysis of female and male spectators at different international sporting events.

6. A similar study relating the American public at the 1979 Pan-American Games, at Puerto Rico.

7. A comparison of the international sports spectators to an average sports spectator.

8. A comparison of spectators in this study with those of the above studies.

97President's Commission on Olympic Sports, February 9, 1976, Washington, D.C.
**Recommendations**

The recommendations for the future research and study section has been divided into two parts. The first section deals with the opportunities for further spectator study in the educational world. The other deals with further research on spectators.

**The Role of Education**

The whole role of education as it relates to sports involvement, whether as a spectator or as a participant, has yet to be determined. Educators should make efforts to systematically teach "wise" or "useful" consumption of sports as a spectator. If the need for active intervention is assumed by education in this area, a major part is likely to come from the physical educators. They must be equipped with as much knowledge of present status of spectation as possible if they are to have any worthwhile influence. Knowledge of the motivations for involvement is certainly a basic step toward that understanding, and the relationship between education and spectating may have far reaching effects.

1. It is the responsibility of the physical educator to teach and emphasize in school different games that the children are not familiar with, such as handball, archery, and volleyball.

2. To teach the correct rules and regulations and to play by those international rules. For instance, basketball should be played according to the international rules in high school and colleges.

3. It is the responsibility of the educational world to influence the media to report on games that interest the people, such as soccer games on
national team. The fans do not abandon teams when they are no longer winners; what counts is the number of gold, silver, and bronze medals. The fans want to know who won the "war," who came out on top with the most gold medals. The expansion of spectator sports worldwide indicates that today even those sections of the population that have not themselves taken active part in sports and who for that reason have not had the ideology of sports and the norms of "fair play" impressed upon them, are now interested and involved in sports as enthusiasts and "identifiers" of their nation.

Heinila\textsuperscript{96} tries to explain the inter-group conflicts in international sports, and one of his assumptions is that when two countries fulfill the expectation of the society by equal chance of victory and their national teams representing the cultural life, the economic life, and the social life of that particular country, it is understandably a victorious team in the Olympic Games. For instance, it explains why people in the United States would understand a Soviet Union victory at the Games, but not an East Germany victory, which might mean "national defeat" to different countries.

With the world transportation as advanced as it is, more and more people cross thousands of miles to watch and to be part of international sporting events.

\textsuperscript{96}Ibid., pp. 174-182.
events, and a more positive view of the benefits of spectatorism, rather than emphasis on the negative aspects of it. It is a fact that tens of thousands of sports fans from all walks of life within a large and different background and present surroundings, from all parts of the U.S.A., were by chance brought together in data because of one major common denominator--the Olympic Games. The international sports spectator, as a frame of reference, is only one step in understanding the total domain of spectatorship. The interrelationships of motives and factors of expression may prove to have far reaching implications about which we are only beginning to become aware.

The structure of the world powers--the dominating countries--shifted their emphasis for world prestige, from the battle field to the sports arena. Luschen suggests that the vicarious feelings of power and overpowering may be a force which brings spectators to the game, and perhaps the most significant speculation to the results of this study is that watching international sporting events is the only way, at the present time, of expressing nationalistic feelings toward your country and hostile feelings against other countries the "easy way."

The Olympic Games is a war without weapons that occurs once every four years. The athletes only have a limited chance to win a medal, but the spectator has several chances to root and cheer for his

---

1. Going to the Games only because his wife went, without any interest in sports at all.

2. Seeing a member of his family competing.

3. Seeing what kind of competition is ahead of him in his sport.

4. Proving to everyone that what happened in Munich is not going to stop the Games.

5. The opportunity to be in Montreal on summer vacation.

6. Being able to say I saw the "big" Games and the amount of prestige with it.

7. Studying the sports of other societies.

According to the statistics, it was more important for the American women (83.5 percent) to go to see the Olympic Games than for the American men (74.2 percent). It is sad that neither the females nor the males went to Montreal to prove to the world that what happened in Munich is not going to stop the Games.

This study supported a current behavioral theory that common behavior is not determined by a single motive or factor, but by a myriad of reasons. This is essentially important in the area of sports spectatorship, since we are constantly surrounded by so many opportunities to watch others perform.

Spectator behavior has been viewed by some as a singular kind of behavior with a singular kind of motivation, however, it is clear from the results of this study that the motivations for going to the Games occurs because of several underlying factors. Awareness and knowledge of these varying factors and motives could lead to better understanding for spectator involvement in international sporting
2. Seeing a member of her family competing in the Games.

3. Seeing what kind of competition is ahead of her in her sport.

4. Proving to everyone that what happened in Munich is not going to stop the Games.

5. The Games were held relatively near to her hometown.

6. Being able to say I saw the "big" Games and the amount of prestige that comes with it.

7. Seeing the U.S.A. competing against "all the world" and beat them.

8. An opportunity to be in Montreal on summer vacation.

9. Studying the sports of other societies.

The American male went to the Olympic Games because of the following factors:

1. He wanted to feel the international excitement.

2. He wanted to cheer for the American team.

3. He really believes that the "Olympic Spirit" in amateur sports still exists.

4. He is a sports "freak" and he wanted to witness the best athletes in the world.

5. He wanted to see people who will not give up.

6. The Games were held relatively close to his hometown.

7. He wanted to see the U.S.A. team competing against "all the world" and beat them.

8. He wanted to see what other cultures are doing for sports activity.

The American male did not consider the following factors as an influence in his decision to attend the Olympic Games:
The spectators' income is above the national average, and they would be classified as upper-middle class, with a good educational background. At the present time, most of them participate in and devote much of their time to some sort of recreational activities—mainly tennis in private clubs. Both sexes like to watch sporting events on television and very few of them go to live sporting events. Only a small percentage of subjects have had any experience with the Olympic Games before, and the majority of them do not have any knowledge about the international sports arena (See Table 19 on page 55).

The conclusion of this study indicates that the American females and males went to the Olympic Games for the following reasons, on a scale from the most important to the least important.

The American female went to the Olympic Games because:

1. She liked to feel the international excitement.
2. She wanted to cheer for the American teams.
3. She went to the Games because she really believed that the "Olympic Spirit" in amateur sports still exists.
4. She is a sports "freak" and she wanted to witness the grace and beauty of the best athletes in the world.
5. She wanted to see people who will not give up.
6. She wanted to see what other cultures are doing in sports activity.

The American female did not consider the following factors as an influence in her decision to attend the Olympic Games:

1. Going to the Games only because her husband went, without any interest in sports at all.
CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This investigation was undertaken to determine what factors influenced American spectators to go to see the Summer Olympic Games at Montreal, 1976. The literature was gleaned for psychological and sociological reasons attributed to the sports spectator. Very little research has been conducted in this particular area of sport, the sports spectator in international sporting events.

The subjects were randomly selected from an Olympic ticket purchasing list, and 764 subjects out of 1,000 answered the questionnaire as part of this study.

Conclusions

In many earlier studies it has been shown that there are clear differences between males and females concerning physical activity and competition, interests in sport and in direct and indirect sport involvement. In all of these studies, males were more involved in sport than females. Based on analysis of the data of this study, some major differences were found. The same relationship between the sexes could not be seen when compared to attitudes toward the Olympic Games.
the subjects believe that the government should help support the athletes. This strong idea toward helping the athletes comes from the premise that the eastern European athletes are being helped by their governments, and are considered professional athletes. This is why the subjects indicated that they want to see the four countries who represent the "western world"--the United States, Canada, West Germany, and Great Britain--win the most gold medals. Actually, in the Games, the Soviet Union, East Germany, and the United States won the most gold medals. In determining who is going to win the most Olympic medals, the subjects chose exactly as it happened--the Soviet Union, the United States, and East Germany.
Males tend to be attracted to "women sports" the same as women themselves:

<table>
<thead>
<tr>
<th>Women Basketball</th>
<th>13.1 percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women Handball</td>
<td>1.6 percent</td>
</tr>
<tr>
<td>Women Volleyball</td>
<td>20.6 percent</td>
</tr>
</tbody>
</table>

The most important discovery in this stage was that almost 50 percent of the male spectators--46.1--watched some soccer. In summary, of the distribution of watching the events, individual sports that represent national teams, track and field, gymnastics, and swimming were the most popular events which were watched by both sexes. Team sports, such as basketball, soccer, volleyball, water polo, and handball, were second on the popularity scale. Again, sports that are very popular in foreign countries are unfamiliar to the American spectator, such as team handball, yachting, and archery. The overall picture that we get from the popularity of different events is that two major sports, that several years ago were almost unknown to the American spectator, have become a major sport attraction for the public--gymnastics and soccer.

The subjects had very strong opinions toward the Olympic Creed. More than 50 percent of the males believe that athletes who receive money should not be declared professionals, and almost 70 percent of
archery  6.0 percent
modern decathlon  6.5 percent
handball - men  7.0 percent

It is important to indicate the small number of females who went to watch women sports, because it seems that more females would go to see women sports.

women basketball  16.5 percent
women handball  3.0 percent
women volleyball  19.0 percent

We can see that traditional "heavy events" and "men's sports" attracted a lot of women:

boxing  14.5 percent
judo  10.0 percent
weightlifting  13.5 percent
wrestling  8.0 percent

In the author's point of view, the most important finding about events which were watched by females is that 40.0 percent of the women watched some soccer games, a game that a few years ago was little known to the American public.

The most popular events in the Olympics that were watched by males were:

track and field  78.9 percent
basketball - men  47.5 percent
soccer  46.1 percent
swimming  40.8 percent
gymnastics  40.6 percent
boxing  34.6 percent

The least popular sports events were:
sports clubs, where 54.5 percent of the females and 85.8 percent of males belong.

It looks as if the subjects like sports that come the easy way. In other words, most of them read the sports page in the newspaper, but only 57.7 percent of the males subscribe to a sports journal; 54.0 percent of the females do not subscribe at all. Another example is that most of the subjects—more than 80 percent—watch sporting events on television, and only 10.8 percent of the males and 15.8 percent of the females go to see live sporting events. What is encouraging is that only 9.5 percent of the females and 10.5 percent of the males watch sports events more than seven hours a week. The time spent in participating in sports and the time spent in watching sports is almost equal.

The majority of the subjects decided to go to the Games only a year before they began, and most of them saw it as a social event by going with their close family or with friends. The most popular events for females in the Olympics were (See Table 15 on page 51):

<table>
<thead>
<tr>
<th>Event</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>track and field</td>
<td>62.5%</td>
</tr>
<tr>
<td>gymnastics</td>
<td>51.5%</td>
</tr>
<tr>
<td>soccer</td>
<td>40.0%</td>
</tr>
<tr>
<td>swimming</td>
<td>39.5%</td>
</tr>
<tr>
<td>equestrian sports</td>
<td>34.0%</td>
</tr>
<tr>
<td>basketball - men</td>
<td>32.0%</td>
</tr>
</tbody>
</table>

The least popular sports for females were:

<table>
<thead>
<tr>
<th>Event</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>yachting</td>
<td>2.5%</td>
</tr>
<tr>
<td>handball - women</td>
<td>3.0%</td>
</tr>
<tr>
<td>shooting</td>
<td>3.5%</td>
</tr>
</tbody>
</table>
Discussion of Results

The results indicated that different types of spectators went to the Montreal Olympic Games, but they had a lot in common. It actually showed that the Olympic spectators were a special group of people. They had a high educational background, which goes together with the professional occupations of the subjects. The mean income of the subjects is between $15,000 to $19,999, which is above the national average.

The peak of the athletic activities of the subjects was in high school when they participated in varsity athletics and intramural activities. A major change toward sports activities occurred between high school and college, when activities dropped drastically. The worst change is in female activities; in high school, 30.5 percent participated in intramural activities, but this figure dropped to 12.5 percent in college. Girls who never participated in any sports jumped from 27.5 percent in high school to 39.5 percent in college.

Today, sport leisure and recreation activities are playing a major role in the life of the subjects. This is substantiated by the fact that 82.0 percent of the subjects take part in different activities. Tennis is, undoubtedly, the leader in recreation activities for males as well as for females. Sports participation takes up a major portion of the free time of the subjects, when 22 percent of both males and females engage in more than seven hours of sports activities per week. Most of those activities take place in different forms of
### TABLE 19

PERCENTAGE DISTRIBUTION OF THE REASONS BEHIND GOING TO SEE THE GAMES

<table>
<thead>
<tr>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>A. I like to feel the international excitement.</td>
<td>45.0</td>
</tr>
<tr>
<td>B. I want to cheer for the American team.</td>
<td>43.0</td>
</tr>
<tr>
<td>C. A member of my family is competing and I would like to see him/her.</td>
<td>1.0</td>
</tr>
<tr>
<td>D. To prove to everyone that what happened in Munich is not going to stop the games.</td>
<td>7.0</td>
</tr>
<tr>
<td>E. I am a sports “freak” and I want to witness the grace and beauty of the best athletes in the world.</td>
<td>20.5</td>
</tr>
<tr>
<td>F. There is considerable prestige in going to the games, and to be able to say I saw the “big” games.</td>
<td>6.5</td>
</tr>
<tr>
<td>G. I have the opportunity to be in Montreal on summer vacation.</td>
<td>7.5</td>
</tr>
<tr>
<td>H. I want to see what other cultures are doing for sports activity.</td>
<td>14.5</td>
</tr>
<tr>
<td>I. I want to study the sports of other societies.</td>
<td>6.5</td>
</tr>
<tr>
<td>J. I want to see the U.S.A. competing against “all the world” and beat them.</td>
<td>13.0</td>
</tr>
<tr>
<td>K. The games are held relatively close to my hometown.</td>
<td>16.0</td>
</tr>
<tr>
<td>L. I am not interested in sports at all, but I am going because my husband/wife is going.</td>
<td>1.0</td>
</tr>
<tr>
<td>M. I really believe that the “Olympic Spirit” in amateur sports still exists.</td>
<td>32.0</td>
</tr>
<tr>
<td>N. I want to see people who will not give up.</td>
<td>26.0</td>
</tr>
<tr>
<td>O. I would like to see what kind of competition is ahead of me in my sport.</td>
<td>8.0</td>
</tr>
</tbody>
</table>
TABLE 17
PERCENTAGE DISTRIBUTION ON THE QUESTION OF AMATEURS AND PROFESSIONALS

<table>
<thead>
<tr>
<th></th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>Should be declared professionals</td>
<td>36.0</td>
<td>32.6</td>
</tr>
<tr>
<td>Should not be declared professionals</td>
<td>37.5</td>
<td>50.4</td>
</tr>
<tr>
<td>Do not know</td>
<td>22.5</td>
<td>13.9</td>
</tr>
</tbody>
</table>

TABLE 18
PERCENTAGE DISTRIBUTION ON THE QUESTION OF GOVERNMENT SUPPORT OF THE ATHLETES FOR THE OLYMPIC GAMES

<table>
<thead>
<tr>
<th></th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Policy</td>
<td>69.5</td>
<td>67.9</td>
</tr>
<tr>
<td>Poor Policy</td>
<td>23.0</td>
<td>27.5</td>
</tr>
<tr>
<td>No Opinion</td>
<td>5.5</td>
<td>3.5</td>
</tr>
</tbody>
</table>
Profile of Subjects Based on Their Feeling Towards the Olympic Movement

Of those surveyed, 71.0 percent of the subjects believe that only a few of the contests in the Olympics are biased, 13.2 believe that none of them are biased. In regard to international goodwill, 79.0 percent believe that the Olympic Games do more good than harm, 11.6 percent do not see any effect either way, and only 3.3 percent see the Olympic Games as doing more harm than good to international goodwill.

Pertaining to their opinions as to whether the Olympic Games improve relations between the countries, 58.9 percent of the subjects think that the Olympic Games do improve relations between countries taking part, 37.4 percent believe participating in the Olympic Games makes no difference in improving relations among nations, and only 1.8 percent believe it would harm them. Of the subjects surveyed, 50.4 percent do not think that athletes who have received more money than allowed for amateur status should be declared professionals and forbidden to represent the U.S.A. in the Olympic Games; 32.6 percent think they should be declared professionals (See Table 17 on page 54).

A sensitive question was, "Should the government of the country pay part of the expenses of training and sending athletes to the Olympic Games?" In answering this question, 68.5 percent of the subjects believe it is a good policy to ask for government support, 26.2 percent believe it is poor policy, and 4.0 percent had no opinion (See Table 18 on page 54).
countries were:
1. United States
2. Canada
3. West Germany
4. Great Britain

When the question was stated, "Who do you think will win the most Olympic medals?", 49.3 percent of the subjects said the Soviet Union, 42.7 percent mentioned the United States, and 2.1 percent said East Germany.

The ancestors of the subjects came from forty-six different countries; the most common ones were:
1. Great Britain
2. Germany

Regarding the importance of seeing the Olympic Games in Montreal, 48.6 percent of the subjects indicated that for them it was important, 29.7 said it is very important, and 22.8 percent said it is not important at all to see the Games (See Table 16).

### TABLE 16

PERCENTAGE DISTRIBUTION OF THE IMPORTANCE OF SEEING THE OLYMPIC GAMES IN MONTREAL

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Important</th>
<th>Not Important At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>34.0</td>
<td>49.5</td>
<td>15.5</td>
</tr>
<tr>
<td>Male</td>
<td>28.8</td>
<td>45.4</td>
<td>25.9</td>
</tr>
<tr>
<td>Event</td>
<td>Female</td>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------</td>
<td>------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Opening ceremonies</td>
<td>23.5</td>
<td>76.0</td>
<td>16.3</td>
</tr>
<tr>
<td>Archery</td>
<td>6.0</td>
<td>93.5</td>
<td>2.7</td>
</tr>
<tr>
<td>Athletics (track and field)</td>
<td>62.5</td>
<td>37.0</td>
<td>78.9</td>
</tr>
<tr>
<td>Basketball -- men</td>
<td>32.0</td>
<td>67.0</td>
<td>47.5</td>
</tr>
<tr>
<td>Basketball -- women</td>
<td>16.5</td>
<td>83.0</td>
<td>13.1</td>
</tr>
<tr>
<td>Boxing</td>
<td>14.5</td>
<td>84.5</td>
<td>34.6</td>
</tr>
<tr>
<td>Canoeing</td>
<td>15.5</td>
<td>83.5</td>
<td>13.7</td>
</tr>
<tr>
<td>Cycling</td>
<td>14.0</td>
<td>85.5</td>
<td>17.6</td>
</tr>
<tr>
<td>Equestrian Sports (horsemanship)</td>
<td>34.0</td>
<td>65.5</td>
<td>14.2</td>
</tr>
<tr>
<td>Fencing</td>
<td>9.5</td>
<td>90.5</td>
<td>11.2</td>
</tr>
<tr>
<td>Football (soccer)</td>
<td>40.0</td>
<td>59.0</td>
<td>46.1</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>51.5</td>
<td>48.0</td>
<td>40.6</td>
</tr>
<tr>
<td>Handball -- men</td>
<td>7.0</td>
<td>92.0</td>
<td>8.3</td>
</tr>
<tr>
<td>Handball -- women</td>
<td>3.0</td>
<td>96.5</td>
<td>1.6</td>
</tr>
<tr>
<td>Hockey</td>
<td>18.0</td>
<td>81.5</td>
<td>16.3</td>
</tr>
<tr>
<td>Judo</td>
<td>10.0</td>
<td>89.0</td>
<td>12.6</td>
</tr>
<tr>
<td>Modern Decathlon</td>
<td>6.5</td>
<td>92.5</td>
<td>4.1</td>
</tr>
<tr>
<td>Rowing</td>
<td>13.0</td>
<td>86.5</td>
<td>9.6</td>
</tr>
<tr>
<td>Shooting</td>
<td>3.5</td>
<td>95.5</td>
<td>2.0</td>
</tr>
<tr>
<td>Swimming</td>
<td>39.5</td>
<td>60.0</td>
<td>40.8</td>
</tr>
<tr>
<td>Diving</td>
<td>27.5</td>
<td>72.0</td>
<td>25.7</td>
</tr>
<tr>
<td>Water Polo</td>
<td>14.0</td>
<td>85.0</td>
<td>19.5</td>
</tr>
<tr>
<td>Volleyball -- men</td>
<td>20.5</td>
<td>78.5</td>
<td>30.7</td>
</tr>
<tr>
<td>Volleyball -- women</td>
<td>19.0</td>
<td>80.5</td>
<td>20.6</td>
</tr>
<tr>
<td>Weightlifting</td>
<td>13.5</td>
<td>85.5</td>
<td>16.7</td>
</tr>
<tr>
<td>Wrestling</td>
<td>8.0</td>
<td>91.0</td>
<td>20.7</td>
</tr>
<tr>
<td>Yachting</td>
<td>2.5</td>
<td>97.0</td>
<td>2.1</td>
</tr>
<tr>
<td>Closing Ceremonies</td>
<td>23.0</td>
<td>76.5</td>
<td>17.6</td>
</tr>
</tbody>
</table>
### TABLE 13

PERCENTAGE DISTRIBUTION ON HOW THE SPECTATORS RATE THEMSELVES

<table>
<thead>
<tr>
<th></th>
<th>Very Avid</th>
<th>Watch Quite Often-But Not Avidly</th>
<th>Watch Occasionally</th>
<th>Watch Only Sparadically</th>
<th>Watch Very Seldom or Not at All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>27.0</td>
<td>31.5</td>
<td>24.5</td>
<td>11.0</td>
<td>5.5</td>
</tr>
<tr>
<td>Male</td>
<td>35.5</td>
<td>38.8</td>
<td>17.6</td>
<td>5.7</td>
<td>2.0</td>
</tr>
</tbody>
</table>

### TABLE 14

PERCENTAGE DISTRIBUTION OF BEING AT PAST OLYMPICS

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>6.5</td>
<td>93.0</td>
</tr>
<tr>
<td>Male</td>
<td>12.4</td>
<td>87.2</td>
</tr>
</tbody>
</table>
The subjects who are spectators of sporting events rate themselves as follows: 33.2 percent watch very avidly, 36.7 percent watch quite often, but not avidly, and 19.4 percent watch occasionally (See Table 13 on page 50).

**Profile of Subjects Based on Past and Present Experience with the Olympic Games**

Those deciding to attend the Games one year before they began accounted for 39.2 percent of the subjects, 28.1 percent decided four years before, and 23.0 percent decided two years before. Of the female subjects, 40.5 percent went to Montreal with a friend or friends, 19.5 percent went with all the family, and 16 percent with their husbands. Of the male subjects, 37.5 percent went to Montreal with their wives, 24.6 percent with a friend or friends, and 20.7 percent went with all the family. Those subjects who had never attended the Olympic Games before and those who had attended were 88.7 percent and 10.9 percent, respectively (See Table 14 on page 50).

Of those who went to past Olympics, 4.2 percent were in Munich Germany in 1972, 2.5 percent were in Mexico City, Mexico in 1968, and 1.6 percent were in Rome, Italy in 1960 (See Appendix D).

Those who had never participated in the Olympic Games accounted for 97.8 percent of the subjects. Three persons did participate in the 1936 Olympics at Berlin, Germany.

The subjects chose fifty-two different countries as their favorite to win the most gold medals in the Games. The first four
### TABLE 11

**PERCENTAGE DISTRIBUTION OF WATCHING SPORTS EVENTS**

<table>
<thead>
<tr>
<th></th>
<th>Television</th>
<th>Live Sporting Events</th>
<th>Do Not Watch At All</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td>82.0</td>
<td>15.5</td>
<td>2.0</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>86.9</td>
<td>10.8</td>
<td>1.8</td>
</tr>
</tbody>
</table>

### TABLE 12

**PERCENTAGE DISTRIBUTION OF TIME ESTIMATE WATCHING SPORTS EVENTS IN A WEEK**

<table>
<thead>
<tr>
<th></th>
<th>One Hour or Less</th>
<th>Between One Hour and Three Hours</th>
<th>Between Three Hours and Five Hours</th>
<th>Between Five Hours and Seven Hours</th>
<th>Seven Hours or More</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td>31.0</td>
<td>33.0</td>
<td>19.0</td>
<td>7.0</td>
<td>9.5</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>13.5</td>
<td>40.8</td>
<td>23.8</td>
<td>10.3</td>
<td>10.5</td>
</tr>
</tbody>
</table>
### TABLE 9
PERCENTAGE DISTRIBUTION OF WEEKLY TIME IN SPORTS ACTIVITIES

<table>
<thead>
<tr>
<th>Time Category</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Hour or Less</td>
<td>27.0</td>
<td>16.8</td>
</tr>
<tr>
<td>Between One and Three Hours</td>
<td>16.0</td>
<td>23.2</td>
</tr>
<tr>
<td>Between Three and Five Hours</td>
<td>20.0</td>
<td>19.7</td>
</tr>
<tr>
<td>Between Five and Seven Hours</td>
<td>11.0</td>
<td>15.1</td>
</tr>
<tr>
<td>More Than Seven Hours</td>
<td>22.0</td>
<td>22.0</td>
</tr>
</tbody>
</table>

### TABLE 10
PERCENTAGE DISTRIBUTION OF READING THE SPORTS PAGE IN THE NEWSPAPER

<table>
<thead>
<tr>
<th>Reading Frequency</th>
<th>Almost Every Day</th>
<th>More Than Once a Week</th>
<th>Once a Week</th>
<th>Less Than Once a Week</th>
<th>Hardly at All</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>44.5</td>
<td>23.5</td>
<td>9.0</td>
<td>4.5</td>
<td>13.0</td>
<td>5.5</td>
</tr>
<tr>
<td>Male</td>
<td>78.0</td>
<td>12.6</td>
<td>2.8</td>
<td>2.1</td>
<td>3.4</td>
<td>0.4</td>
</tr>
</tbody>
</table>
The percentage of time the subjects spent in the sports activities is as follows: 22.1 percent spend more than seven hours a week, 21.4 percent spend between one hour and three hours, and 19.7 percent spend between three hours and five hours a week (See Table 9 on page 47).

Most of the subjects belong to some form of club:

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Club</td>
<td>8.0</td>
<td>14.4</td>
</tr>
<tr>
<td>Tennis Club</td>
<td>9.0</td>
<td>11.2</td>
</tr>
<tr>
<td>Health Spa</td>
<td>8.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Y.M.C.A.</td>
<td>7.5</td>
<td>7.6</td>
</tr>
<tr>
<td>Others</td>
<td>22.0</td>
<td>17.6</td>
</tr>
</tbody>
</table>

Most of the subjects read the sports page every day; 69.0 percent and 15.5 percent read it more than once a week. Only 1.7 percent never read the sports page (See Table 10 on page 47).

Only 52.9 percent of the subjects subscribe to at least one sports journal. In the men's division, 57.7 percent subscribed and 43.6 percent did not subscribe; in the women's division, 45.5 percent subscribed and 54.0 percent do not. Sports events viewed on television included 85.4 percent of the subjects and 12.2 percent attend live sporting events (See Table 11 on page 48).

Of those who watch sports events, 38.5 percent watch between one hour and three hours, 22.4 percent watch between three hours and five hours, and 18.4 percent watch one hour or less (See Table 12 on page 48).
### TABLE 7
PERCENTAGE DISTRIBUTION OF HIGH SCHOOL ATHLETIC ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th>Varsity Athletics</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Much</td>
<td>Some</td>
<td>Little</td>
<td>None</td>
</tr>
<tr>
<td>Female</td>
<td>36.5</td>
<td>10.5</td>
<td>11.5</td>
<td>39.5</td>
</tr>
<tr>
<td>Male</td>
<td>55.0</td>
<td>19.3</td>
<td>10.4</td>
<td>14.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Intramural Activities</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>30.5</td>
<td>26.0</td>
<td>14.0</td>
<td>27.5</td>
</tr>
<tr>
<td>Male</td>
<td>25.2</td>
<td>31.7</td>
<td>15.6</td>
<td>21.1</td>
</tr>
</tbody>
</table>

### TABLE 8
PERCENTAGE DISTRIBUTION OF COLLEGE ATHLETIC ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th>Varsity Athletics</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Much</td>
<td>Some</td>
<td>Little</td>
<td>None</td>
</tr>
<tr>
<td>Female</td>
<td>17.5</td>
<td>11.0</td>
<td>8.5</td>
<td>49.0</td>
</tr>
<tr>
<td>Male</td>
<td>22.3</td>
<td>14.4</td>
<td>9.9</td>
<td>40.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Intramural Activities</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>12.5</td>
<td>20.5</td>
<td>13.0</td>
<td>39.5</td>
</tr>
<tr>
<td>Male</td>
<td>23.0</td>
<td>25.2</td>
<td>15.6</td>
<td>21.3</td>
</tr>
</tbody>
</table>
and 30.1 percent participated in some intramural activities (See Table 7 on page 45).

In college, the role of sports activities did not play a large role among the students; 43.0 percent did not participate in any varsity athletics and only 21.2 percent participated in varsity athletics. In intramural activities, 26.0 percent did not participate at all, and only 23.8 percent participated in some intramural activities (See Table 8 on page 45).

Leisure and sports activities play a major function in the life of the subjects. Those taking part in sports activities and those not taking part in any activity were 82.0 percent and 16.5 percent, respectively. The percentage distribution for this area is 75.5 percent of the females do participate, 22.0 percent do not participate, and 84.2 percent of the males take part in sports and 14.7 do not take part in sports. The subjects chose sixty-five different activities which they participate in (See Appendix D).

The frequency distribution for the most common activities for females and males are:

<table>
<thead>
<tr>
<th>Female Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tennis</td>
</tr>
<tr>
<td>2. Swimming</td>
</tr>
<tr>
<td>3. Equestrian events</td>
</tr>
<tr>
<td>4. Volleyball</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Male Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tennis</td>
</tr>
<tr>
<td>2. Basketball</td>
</tr>
<tr>
<td>3. Golf</td>
</tr>
<tr>
<td>4. Swimming</td>
</tr>
</tbody>
</table>
### Table 6

**Percentage Distribution of Political View**

<table>
<thead>
<tr>
<th></th>
<th>Far Left</th>
<th>Liberal</th>
<th>Moderate</th>
<th>Conservative</th>
<th>Far Right</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Females</td>
<td>None</td>
<td>25.5</td>
<td>37.0</td>
<td>20.0</td>
<td>0.5</td>
<td>14.0</td>
</tr>
<tr>
<td>Males</td>
<td>1.2</td>
<td>21.2</td>
<td>39.4</td>
<td>27.3</td>
<td>0.5</td>
<td>6.4</td>
</tr>
</tbody>
</table>
### Table 5

**Percentage Distribution of Income**

<table>
<thead>
<tr>
<th></th>
<th>Less Than $5,000 Per Year</th>
<th>$5,000 to $9,999 Per Year</th>
<th>$10,000 to $14,000 Per Year</th>
<th>$15,000 to $19,999 Per Year</th>
<th>$20,000 to $24,000 Per Year</th>
<th>$25,000 to $29,999 Per Year</th>
<th>$30,000 to $50,000 Per Year</th>
<th>$51,000 to $100,000 Per Year</th>
<th>Over $100,000 Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>21.0</td>
<td>14.5</td>
<td>20.5</td>
<td>13.0</td>
<td>8.0</td>
<td>5.5</td>
<td>6.5</td>
<td>2.5</td>
<td>None</td>
</tr>
<tr>
<td>Male</td>
<td>10.1</td>
<td>7.6</td>
<td>14.9</td>
<td>18.3</td>
<td>13.7</td>
<td>10.8</td>
<td>12.6</td>
<td>6.2</td>
<td>2.5</td>
</tr>
</tbody>
</table>
The occupation category shows the subjects to be a very professional group; 41.1 percent are managers and proprietors of medium-sized concerns, teachers, nurses, pharmacists, engineers, and professional athletes, 22.3 are executives and proprietors of large concerns and major professionals, 11.7 percent are clerical and sales personnel, technicians, firemen, and police patrolmen, with 11.6 percent being administrative personnel of large concerns, owners of small businesses or police officers (See Table 4 on page 40).

Income level is another important variable that distinguishes this group. Subjects earning between $15,000 and $19,999 accounted for 16.8 percent, 16.3 percent earned between $10,000 and $15,999, and 13.0 percent earned less than $5,000 per year (See Table 5 on page 42).

Cities with less than 50,000 accounted for 24.3 percent of the subjects, 21.2 percent came from a city of less than 500,000, 19.7 percent came from a community of less than 1,000, and 15.2 percent came from a city of over one million.

Politically, 38.5 percent of the subjects are moderate, 25.3 percent are conservative, and 22.3 percent are liberal (See Table 6 on page 43).

Profile of Subjects Based on Past and Present Involvement in Sports Activities

Sports participation played a major role when the subjects were in high school. Fifty percent participated in varsity athletics
### TABLE 2
PERCENTAGE DISTRIBUTION OF CURRENT MARITAL STATUS

<table>
<thead>
<tr>
<th></th>
<th>Single</th>
<th>Married</th>
<th>Divorced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>54.0</td>
<td>38.5</td>
<td>5.0</td>
</tr>
<tr>
<td>Male</td>
<td>24.6</td>
<td>71.1</td>
<td>2.5</td>
</tr>
</tbody>
</table>

### TABLE 3
PERCENTAGE DISTRIBUTION OF EDUCATIONAL BACKGROUND

<table>
<thead>
<tr>
<th></th>
<th>Some Graduate College Work</th>
<th>College Degree</th>
<th>Some College</th>
<th>High School Diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M.S., M.A., Ph.D.</td>
<td>B.S., B.A.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>38.5</td>
<td>20.5</td>
<td>24.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Male</td>
<td>43.1</td>
<td>28.5</td>
<td>16.5</td>
<td>8.0</td>
</tr>
</tbody>
</table>

### TABLE 4
PERCENTAGE DISTRIBUTION OF OCCUPATION

<table>
<thead>
<tr>
<th></th>
<th>Executives and Proprietors of Large Concerns and Major Professionals</th>
<th>Managers and Proprietors of Medium-Sized Concerns</th>
<th>Administrative Personnel of Large Concerns Owner of Small Business</th>
<th>Clerical and Sales Personnel, Technicians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>9.5</td>
<td>51.5</td>
<td>7.0</td>
<td>14.5</td>
</tr>
<tr>
<td>Male</td>
<td>27.0</td>
<td>37.8</td>
<td>13.1</td>
<td>10.6</td>
</tr>
</tbody>
</table>
CHAPTER IV

ANALYSIS OF DATA

The analysis of the data obtained from the subjects will be facilitated by extensive tabular presentation of the data. A frequency analysis will occupy a position of major importance in presenting and analyzing the findings of this study. A description of the subjects is presented based on their analysis.

Profile of Subjects Based on Demographic Variables

Of the total number of 764 subjects, 74 percent (564) were males and 26 percent (200) were females. The mean age of the subjects was 35.94 years, with an age range of eight to seventy-seven. The mean age of the females was 31.42 years, with an age range of eight to sixty-three, and the mean age of the males was 37.62 years, with an age range from eighteen to seventy-seven.

The current marital status of the subjects was 62.2 percent married and 32.2 percent single. Only 3.1 percent were divorced (See Table 2 on page 40).

As a group, the subjects represented had very high educational backgrounds. Those with some graduate and college work was 41.7 percent, 26.3 percent had college degrees, and 18.5 percent had some college background (See Table 3 on page 40).
Treatment of Data

The results of the questionnaires were posted on keypunching forms, IBM Fortran Coding Form, and were keypunched by the Ohio State University Computer Center. The data were analyzed on the IBM 370 Model 168 computer at The Ohio State University. All data were submitted for computer processing and analysis under the supervision of a statistical consultant from the Computer Center, The Ohio State University and the investigator.
the Olympics. The last day of receiving the return questionnaires was set as August 1, 1976, the last day of the Olympics. Two-and-one-half weeks after the first questionnaires were sent, a follow-up letter with an additional questionnaire (Appendix C) was sent to the same 1,000 subjects.

The investigator's adviser suggested that at least 50 percent return of the questionnaire should be a criterion. This was established as the minimal standard in this study. As of August 1, 1976, the investigator received a 76.4 percent return.

The Questionnaire

The questionnaire (Appendix B) for this study was designed and composed by the investigator, with the help of his committee members. The questionnaire was designed not to require longer than ten minutes for completion. The questionnaire is composed of eight pages, thirty-two different questions, which accumulated to eighty-six different variables. The questionnaire was designed to cover the demographic aspects of the subjects, their sports background as a participant and spectator, their current activities in sports, and additional information related to the Olympic Games.


CHAPTER III

PROCEDURE

Selection of Subjects and Collection of Data

Data for this study was collected from the file of Olympic Ticket Buyers, and the subjects for this investigation were randomly selected by Montgomery Ward Auto Club. Montgomery Ward was named as the official and exclusive ticket agency in the United States for the 1976 Summer Olympic Games in Montreal, Canada by the Organizing Committee of the Games and the United States Olympic Committee. Until the beginning of the Games, Montgomery Ward sold more than 750,000 tickets that were used by 100,000 to 150,000 American spectators.

The investigator of this study, after an extensive correspondence with Montgomery Ward (Appendix A), received, in March, 1976, Montgomery Ward's acceptance to serve as a liaison between the author and the subjects. Montgomery Ward was willing to distribute all questionnaires to a random sample of subjects from their file. The random selection was made by R. L. Polk and Company, Marketing Services Division (Appendix A).

The questionnaires, with the head letter (Appendix B), were sent to 1,000 subjects at the beginning of May, 1976, two months before
Summary

The review of the literature has been divided into two parts. The first part covers the development of spectator sports in the United States since the turn of the century. This part consists of three segments:

1. The development of spectator sports from the beginning of the century to World War I.
2. The development of spectator sports from the end of World War I to the beginning of World War II.
3. The development of spectator sports since the end of World War II to the present time.

The second part covers the number of spectators who attended the Olympic Games since 1896.

The author has tried to give the reader a description of the major development of spectator sports in the United States, and what each period felt toward spectators, fans, and audiences of sporting events. Also, there were attempts to show the development of the major sporting events of this country.
Figure 3. Total Number of Foreign Visitors in Each Olympic Games.
Figure 2. Total Number of American Visitors at Each Olympic Games and Total Number of Tickets Sold to Americans for Each Olympic Games.
Figure 1. Total Number of People Who Watched Each Olympic Games.
1964 -- Tokyo, Japan

The Japanese expected 30,000 visitors from abroad during the Games. They sold 68,070 tickets to Americans in the U.S.A. before the Games.

1968 -- Mexico City, Mexico

From September 15 to the end of October, 1968, a total of 188,388 foreign tourists entered the country.

1972 -- Munich, Germany

The Organizing Committee registered 138,000 beds in commercial lodging establishments and in private dwellings for foreign visitors. By December 31, 1971, approximately 1.1 million tickets had been sold in foreign countries. It is interesting to note here that from the 3,474,058 tickets which were available to sell, 89.68 percent were actually sold.

1976 -- Montreal, Canada

According to sources close to the Canadian Organizing Committee for the Olympic Games, 3,316,420 people attended the Games. The Canadian Department of Immigration says that 735,942 tickets were sold to Americans. (See Figure 3 on page 34)


87 Ibid., p. 418.

88 The Organization, produced by the Organizing Committee of the Games of the XIX Olympiad, Mexico, 1968, printed in Mexico, p. 167.


90 Ibid., p. 307.

91 Ibid., p. 311.

1948 -- London, England

Not available.

1952 -- Helsinki, Finland

248,682 tickets were sold in foreign countries before the Games.\(^{80}\) A committee set up in 1949 to investigate housing needs, arrived at a figure of 180,000 visitors, of whom 60,000-70,000 would come from abroad. The total spectator attendance was 1,376,512.\(^{81}\)

1956 -- Melbourne, Australia

2,580,000 tickets were printed, 1,341,483 were sold. Approximately 110,000 tickets were sold overseas; of these 56,000 went to New Zealand and the Pacific Island, 22,000 to U.S.A. and Canada, and 18,000 to the United Kingdom. Some 14,000 were spread over the rest of the world, some sixty overseas countries.\(^{82}\)

1960 -- Rome, Italy

The total tickets sold were 1,436,091.\(^{83}\) Americans bought 66,233 tickets in the U.S.A. before the Games, and 34,004 American visitors came to Rome between August 23, 1960 and November 9, 1960.\(^{84}\)

The total of foreign visitors in Rome in this period of time was 196,986, with 1,234,972 present throughout the period.\(^{85}\)


\(^{81}\)Ibid., p. 175.


\(^{84}\)Ibid., p. 617.

\(^{85}\)Ibid., p. 617.
Denmark - 309, Finland - 266, Poland - 138, France - 129, Romania - 95, Belgium - 92, Norway - 60, Switzerland - 44, Spain - 34. There were also 180 visitors from twenty-five other countries, making a total of 10,500.73 (See Figure 2 on page 33)

The total number of paying spectators was 665,549.74

1932 — Los Angeles, California, U.S.A.

The Games in Los Angeles were the largest until this Games. They drew 1,247,580.75 spectators. Some of the events averaged thousands of spectators; for instance swimming - 8,096, gymnastics - 16,949, and rowing 18,973.76

1936 — Berlin, Germany

The total number of spectators during all the events was 3,769,892.77 The total number of American visitors in Berlin during July-August, 1936 was 14,408.78 (See Figure 1 on page 32)

That about 250,000 foreigners will come to Berlin for the Games.79

74Ibid., p. 245.
76Ibid., p. 109.
78Ibid., p. 42.
event.

...as the Hungarian finished the 100 yard swim a victor, the 10,000 spectators that surrounded the lake and crowded the stands and floats gave him a rousing reception.70

1908 -- London, England

The report about the Fourth Olympiad states for the first time how many people watched the Games.

...a total of at least 30,000 persons must have seen the Games in all.71

1912 -- Stockholm, Sweden

The Fifth Olympiad "was visited by about 350,000 persons."72

1920 -- Antwerp, Belgium

Not available.

1924 -- Paris, France

Not available.

1928 -- Amsterdam, Holland

Records from the Olympiad show for the first time a breakdown for countries--foreign visitors:

Germany - 4,200, U.S.A. - 923, Italy - 660, Sweden - 585, Hungary - 564, Austria - 517, Great Britain - 469, Czechoslovakia - 373,

70 The St. Louis Globe-Democrat, September 6, 1904.


sports not only have increased in live sporting events, but also television has played a major role of the increasing number of spectators through the media. One example is the January 12, 1967 Super Bowl, which was watched by sixty million people, and cost its sponsors $135,000 a minute to advertise. 68

Spectators Attendance at the Olympic Games

Since the revival of the Modern Olympic Games in 1896, it is known that thousands of spectators came to watch each Olympiad. Through research of the official reports of each Games, the author tried to find the precise number of spectators at each Game. Here are his findings:

1896 -- Athens, Greece

The exact number of spectators is not available, but we can learn about the number of people who watched the Games.

...we are proud to be able to state that a crowd of 150,000 people lined the principle roads and hills surrounding the stadium. 69

1900 -- Paris, France

Not available.

1904 -- St. Louis, U.S.A.

The exact number, again, is not available, but we can learn about the number of people who watched a swim


spectators in Philadelphia, an ice hockey fan of the Philadelphia Flyers and a basketball fan of the Philadelphia Seventy-Sixers, with emphasis on marketing and implication for management. In 1966, Spencer's Advertising Company did an audience survey on facts and figures about the NFL audience through the NFL Illustrated, which is the official program-magazine purchased by spectators at games of the National Football League. The purpose of the study was to define the NFL audience, and to do this, the survey card covered a broad range of subjects, including sex, age, education, income, marital status, brand preferences, travel, and ownership. Some of the findings showed that 56.1 percent of the NFL Illustrated readers are business owners, professional people, or corporation executives, that 44.6 percent own more than one car, that 72.8 percent own credit cards (45.4 percent Diners Club), and that 30.7 percent own rifles and 28.3 percent own shotguns.65

Today, in the last part of the 1970's, spectator sports is becoming a national religion. In 1973, football was America's number one spectator sport; 32 percent of all American adults named football as their favorite sport to watch, compared to 14 percent who named baseball, and 9 percent for basketball.66 Average attendance for the NBA rose 18 percent in the 1975-1976 season, with game average throughout the league placed at about 10,500.67

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term teaching aspirations, and direct involvement of the principal in establishing and enforcing behavior boundaries will be positively reflected in improved crowd sportsmanship. Some recent studies by Heinold\textsuperscript{62} that tried to establish a sports spectator typology recommended that there are underlying factors that influence the average sports spectator, and Toyama,\textsuperscript{63} in her classic study on the language of sports, derived the following components which build the sports spectator.

\begin{itemize}
  \item Sports
  \item Sport Language
  \item Mass Media
  \item Spectator
\end{itemize}

The academic world was not the only area that was interested in spectator sports. Cohen\textsuperscript{64} tried to compare two different


At the end of the sixties, violence in high school sporting events calmed down after a massive educational effort by local school and community organizations, and by nationwide physical education organizations.

The second development was that study and research in the area of spectator sports started to appear. Most of those studies were concerned with the psychological aspects of the spectator sports and not with the sociological components of the spectator. Kingsmore attempted to measure the effect of professional wrestling and professional basketball contests on the aggressive responses of spectators, and Turner tried to find the effects of viewing college football, basketball and wrestling on the aggressive responses of male spectators. A few years before Turner and Kingsmore, Kleinman tried to study the crowd behavior at high school basketball games and found that employment of coaches with long


as a promotional device. He concludes that American spectator tension may be strong because it is a special instance of the general case. The American of the twentieth century is an inveterate and compulsive spectator of himself. And the fact that the mass media has generally been occupied with an extensive attempt to teach people how to behave as spectators suggest that anxiety is still strongly connected with the role.

Rousseau tried to point out that the violence is part of the American ritual, that everyone wants a winning team by the old saying, that nice guys finish last.

In the early sixties, violence became a big problem in high school sporting events. Leach suggested that schools, as a tool to eliminate violence, play afternoon games only, allot the number of tickets sold, and supply strong supervision at games. Bien continues on the same line by suggesting that "spectator behavior at athletic events should be discussed in all classrooms," and School Activities pointed out that part of the bad spectator sportsmanship is due to the fact that the average fan does not know the rules.

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52 Ibid., p. 137.
for using leisure time.

A more popular version of this form of leisure is "sit and watch." It is the type of diversion which keeps the eyes of millions of Americans glued to their television screens.\textsuperscript{49}

Bogart\textsuperscript{50} found out that in 1969, 8 percent of all television households watched the average professional baseball game, 21 percent watched the World Series, and 9 percent the typical NBA game, 13 percent the average college football game on the ABC network, over 10 percent the average professional football game, and 40 percent the Super Bowl. Television is the most important factor for the increasing popularity of spectator sports in the last twenty to twenty-five years.

At the end of the 1950's, and the beginning of the 1960's, two major developments started to influence spectator sports. The first one was the great concern of the public toward good and bad sportsmanship by the spectators. Reuel Denney tried to consider three reasons for this. First, that management has favored situations where players fight rules, umpires, judges and referees. Second, management itself is controlled by gangsters, and third, spectator violence is a response to player violence and is used by the management


# TABLE 1

RISE IN SPECTATORS OF SPORTS EVENTS, 1950-1972

<table>
<thead>
<tr>
<th></th>
<th>1950</th>
<th>1960</th>
<th>1969</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major League Baseball*</td>
<td>17,659</td>
<td>20,261</td>
<td>27,698</td>
<td>27,330</td>
</tr>
<tr>
<td>Professional Basketball</td>
<td>N.A.</td>
<td>1,986</td>
<td>5,891</td>
<td>9,431</td>
</tr>
<tr>
<td>College Football</td>
<td>18,962</td>
<td>20,403</td>
<td>27,626</td>
<td>30,829</td>
</tr>
<tr>
<td>Professional Football</td>
<td>2,008</td>
<td>4,153</td>
<td>9,334</td>
<td>11,096</td>
</tr>
<tr>
<td>Horse Racing</td>
<td>29,291</td>
<td>46,897</td>
<td>68,099</td>
<td>70,795</td>
</tr>
</tbody>
</table>

*All Figures are in Thousands.

with Riseman when he stated that the spectator is simply a product of the society. He is part of the national character, and his fun is on the market, along with other products.\textsuperscript{47}

The rise of spectatorship did not reduce the number of participants in games and sports, according to Thomas Kando.

\textit{...attendance figures or receipts—spectator sports have over the period 1950-1972, increased their popularity by 118\% to 141\%.}\textsuperscript{48}

See Table 1, on page 20.

For instance, while attendance at professional baseball went up in the two decades from about 17.5 million to 27.5 million, participation in amateur softball went up from 8 to 19 million in the last decade alone. And the number of golfers grew from 3.25 to 9.5 million from 1950 to 1970. In the early 1950's, one of the biggest innovations in human history was developed, which in later years had the biggest effect on spectator sports—television. Television presented a new medium for the average citizen, a medium which he could use in his own living room without dragging himself to the grandstand. Sales of television sets rose from ten to sixty million within a decade and broadcasting stations multiplied from 100 to 700. Once television hit its full stride, it presented programs that in many ways exceeded in popular interest anything that the more limited radio broadcasting could possibly offer. Television introduced a new term, the "armchair spectator," which was a product


\textsuperscript{48}Kando, \textit{Leisure and Popular Culture}, p. 216.
Spectatoritis is the cause of a particular type of fatigue which must be given special consideration. The spectator is subject to a tenseness; he is subjected to the stimulus to start acting; he becomes adrenalized but, as a spectator, it is impossible for him to act. Hence, all of these starts to activity must be inhibited, incomplete combustion results. The individual is adrenalized but there is no way of using or burning up this product. Hence, the individual is subjected to a very peculiar and specialized type of fatigue. That which the individual had expected to be relaxation, a time for the recuperation of a fatigued body, turns out not to be relaxation at all, but actually adds to the fatigued condition of the body...from this great world the spectator must be excluded.45

The Development of Spectator Sports Since the End of World War II to the Present Time

During the first few years after World War II, activities in all lines of spectator sports were booming—horse racing, track and field events, heavy weight boxing, baseball, football, basketball, softball—and the feeling toward the future was that there was nothing to prevent the coming years from being the greatest in all sports history. Riseman has described a sequence of social evolution that began with the "tradition-directed" character, moved to the "inner-directed" character, and, finally, to the "other-directed" character of the modern sports spectator in a modern society. Riseman felt that our "over-manned" society has alienated the individual and that all of our motives, for spectating as well, were extrinsic and determined by society.46 Eric Fromm agreed partially

45Ibid., p. 95.
The change toward spectator sports has not only been in the number of spectators who watch the events. Oktave said that both watching and doing have a place in a well-rounded school sports program, and his article was so popular that Recreation re-published it a few months after the first publication. Even though spectating at that time was popular, in the mid-thirties questions such as, "why do so many people go to see things rather than do things" and "do they receive the same recreative benefits in watching as in doing?" started to rise. A strong opposition toward spectator sports by Tunis, Borst, and Nash developed at the beginning of World War II; Nash was the extreme one. He painted a picture of a uniquely American disease, putting somewhat of a stigma on spectating, which has persisted up to the present time. Nash attempted to frighten the inactive people; however, his description of the "disease" had little effect.


end of that decade, it was the same number of spectators. Football was most popular in this decade. In 1938, eighty million Americans watched football games. At this time, universities started to build stadiums accommodating 70,000 to 100,000 fans, and the overall feeling toward the game was that

...football is more than merely a game. It is at present a religion—sometimes it seems to be almost our national religion.

But in terms of the number of spectators who paid admission, basketball was in first place.

Many factors have contributed to the growth of basketball popularity: the enjoyable nature of the game, the fast continuous action, the increased skill by present-day players, and the increased publicity through regular scheduled games, league play, double-header exhibitions, and season end tournaments. Tournaments were first developed by the college and then introduced to high schools and increased in number during this period because of their popularity. In 1938, the 26th Annual College Basketball Tournament in Minnesota drew 26,000 spectators; a three-day college tournament in Columbus, Ohio had 34,700 people, and the championship game had a total attendance of 9,197.


all kinds of strife. If my man lands the knockout punch, my ego struts within me. Not only that, but unconsciously my appetite is sharpened, my digestion is toned up, the rhythm of my breathing is deeper, my very muscles feel a flow of power. 35

And he continued to say that people who will give up sports activities and become sports spectators will be better individuals, better citizens, and better husbands and fathers.

This attitude toward sports participation and spectator sports started to change during the Great Depression and during the 1932 Olympic Games. In February, 1932, the Winter Olympic Games were held at beautiful Lake Placid, New York, and in July of that year, the Summer Olympic Games were held in Los Angeles. The total attendance for the series of events was 1,750,000 people. 36 The interest of spectators since 1932 has increased in almost every major sporting event. It was estimated that in the late thirties, there were 800 annual horse race meetings to which 70,000,000 spectators paid admission. Boxing again became a big sport through names like Dempsey, Tunney, and Joe Louis, the "Brown Bomber from Detroit," and in the 1937-38 sports year, more than 22,500,000 people paid more than $13 million admission to boxing bouts in the United States.

Baseball continued to draw millions of people, even though the attendance showed a slight decline. In 1930, the total attendance for the World Series was almost eleven million spectators, and at the


became a major identification symbol of the American sports spectators.

During the twenties, a negative attitude developed against athletic participation in sports, basically from the educational world. The universities were concerned that the public attention was upon the athlete and his athletic achievements and not his academic achievements. Educators around the country tried to find out how they would be able to channel the spirit and the enthusiastic behavior of sport spectators to other college and community activities. The Nation even called to destroy the stadiums!

What does matter is that the commercial investment in athletics, with its attendant publicity, its exploitation of young men and brawn, and its resultant demoralization of college life, has enormously increased.

The results of these attitudes were unavoidable. People were encouraged not to participate in games and sports and the general feeling was that many of the people might better watch games more often and play them less. Brill called on the people to give up sports activities for their psychic health,

I obtain more pleasure as a fight fan. Even if my man has taken the count of ten, I have achieved purgation by identifying myself with him in a few tense moments of the most elementary of


33 "Destroy the Stadiums!" The Nation (November 6, 1929), p. 513.

events ever received. In spite of the fact that track meets were not considered as interesting as other competitive sports at the beginning of the twentieth century, intercollegiate meets, indoor games, dual meets, international games, Olympic trials, and the Olympic Games served as great attractions for thousands of spectators.  

The Development of Spectator Sports from the End of World War I to the Beginning of World War II

After the First World War, a major change started to appear in the American society concerning spectator sports. The academic world started to devote more and more time in articles, journals, and books for explaining and studying the phenomenon of fans, spectators, and audiences in sporting events. One of the first articles to deal with the problem appeared before the War in 1912. Howard tried to point out the dangers that he saw in sports spectating; drawing the society from activity to passivity, even though he noted that athletic events have their own benefit, that they provide a social gain because they are powerful democratic agents. The term "spectatoritis" was introduced for the first time in 1915, "the disease of Spectatoritis is abound in the land." This term later

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29 Ibid., p. 47-54.
the new religion of society; even in 1903 the death toll of football players during games reached the tremendous number of forty-four. Under pressure from the public, a football conference was called to meet in New York at the end of 1905 for the purpose of making changes in the rules. Football was played by most colleges and a few high schools before the United States became involved in World War I.

The scholastic games also played a very minor role at that time, in which college football was undeniably the leading spectacle of the American sports world.

Basketball was unique. It was the sole popular American sport not derived from some English sport. When James Naismith invented the game in 1891, one of the functions that he wanted to incorporate was that the game provide an indoor activity for the winter as a practical substitute for baseball and football. At the opening of the twentieth century, the game of basketball was widely played by college teams. In 1901-1902, the first organizational leagues were formed, and these leagues provided sources of very good publicity for basketball and entertained thousands of spectators. By the beginning of World War I, basketball was recognized as one of the most important sports in America and played an increasingly important part in leisure and recreation.

One of the sports, and maybe the only sport that profited from the Olympic Games, was track and field. The revival of the Olympic Games was the greatest single stimulant that track and field

28Ibid., p. 100.
of leisure and pleasure. The greatest effect was shown in spectator sports. The interest of the people was shifted from individual sports events to more team sports and team events. Institutions like horse racing failed to heed this trend when they saw the warning signs of gambling. From 1908 to 1911 the racing seasons were so disastrous that many owners sold their horses and others sent their's to compete on continental tracks.\textsuperscript{23} The period between 1900 and 1910 was almost as bad for the American boxing fans as the horse racing fans. Spectators did not go to see the fights, and public opposition was so strong that in New York the sport was outlawed for ten years.\textsuperscript{24}

Baseball, at the turn of the century, became one of the biggest drawing sports for spectators, beginning in 1903 with the World Series, which in 1913 drew 180,000 spectators,\textsuperscript{25} and as Kando indicated

\begin{quote}
...baseball unquestionably established itself as the national recreational past-time, particularly as a spectator sport.\textsuperscript{26}
\end{quote}

Football was very popular at the end of the nineteenth century and games were drawing as many as 5,000 spectators in the west and 30,000 in New York.\textsuperscript{27} Since the turn of the century, football became

\begin{footnotes}
23\textit{Ibid.}, p. 45.
24\textit{Ibid.}, p. 66.
25\textit{Ibid.}, p. 72.
27Brown, "Development of Spectator Sports," p. 84.
\end{footnotes}
activities which were participated in by the settlers. The Puritan attitude banned playful activities and kept sports from making much progress.19

The first to be responsible for the beginning of what is termed spectator sports were the cities in the mid-1800's.

The City crowds early developed the habit of watching others perform in the field of sport which has so often given rise to the charge that Americans are a nation of onlookers.20

This phenomenon of spectator sports from the 1800's showed that several sporting events drew thousands of people from all members of society. Those events were horse racing, rowing and sailing regattas, foot races, prize fighting, boxing, baseball, football, and basketball.21

It is in the twentieth century that sports assumed the proportion of a national obsession. The growth of sports at all three levels, professional, amateur, and college/high school, since 1900 pales all preceding developments. The growth of industry and further scientific and technological advances, new trends in urban and suburban living, the remarkable increase in leisure time for the great masses of the people all had their effect on the popular pursuit


21 Ibid., pp. 139-146.

22 Brown, "Development of Spectator Sports."
CHAPTER II

REVIEW OF THE LITERATURE

This chapter presents a survey of the literature, however, little research pertains directly to the topic of this investigation. Much has been written about sports spectators in the United States, and the literature on this topic is extensive, but no empirical studies have been done pertaining to the spectator in international sporting events. In the absence of empirical documents regarding the sports spectator in international contests, the author has decided that the review of the literature will consist of two parts. Part One will cover the development of spectator sports in the United States since the turn of the century, and Part Two will study the number of spectators who attended each Olympic Game from Athens, Greece in 1896 to Montreal, Canada, 1976.

The Development of Spectator Sports in the United States

The Development of Spectator Sports From the Beginning of the Century to World War I

The origin of spectator sports goes back to the mid-sixteenth century, when the first immigrants came to the "New World." Travelers who traveled through the new colonies reported on different sport
individual who has both a high personal investment in and a high personal commitment to a given sport."  

Spectator -- A spectator is one who watches but does not take part in a sport.

Spectator Sports -- A term applied to a sport in which the spectators habitually outnumber the participants. A sport (as baseball, football, or auto racing) that appeals to spectators as distinguished from a sport (as hunting, fishing, or scuba diving) which is engaged in principally for the pleasure it offers the participant.


the Montreal Olympic Games. The purpose of the study is to try and
determine the factors that influenced those spectators who go to see
the games. More specifically, this study attempts to explore the
influence of past sport experience, demographic differences, motivational differences on the decision to go to the Games. A special
interest of the investigator is whether there are significant
differences between the male and the female spectators attending the
Olympics.

Delimitations

1. The subjects for this study were randomly
selected from an Olympic ticket purchasing
list.

2. The principle investigative phase of the study
was conducted from May, 1976, two months before
the Olympics, to August 1, 1976, the last day
of the Olympics.

3. The interest of the investigator was not to
describe the function or disfunction of spec-
tator sports in respect to hostile feelings,
vioence, mobs, or riots. The study was
conducted from the internal and external
factors that influenced people to see the Games.

4. Results of the study must be interpreted within
the meaning and limitations of the measuring
information.

Definition of Terms

This section contains some of the commonly encountered terms
used in this study.

Fan -- A fan is an enthusiastic follower, supporter,
or spectator of a sport. Loy defined fan "as an
of sending the best teams, and they have not received the full attention of the media, in terms of newspaper, radio, and television coverage. Today, there are two major sports events that overwhelmingly capture the attention of all the world for two full weeks once every four years—the Summer Olympic Games and the World Cup Soccer. Those two events draw not only the attention of hundreds of millions of people around the world, they attracted millions of people who came to watch the Olympic Games in Tokyo, Mexico City, Munich, and Montreal, and the World Cup Series in Chile, England, Mexico, and Germany. According to the Organizing Committee of the 1976 Olympic Games, Montreal expected up to 3.5 million tourists during the fifteen day spectacle. 16

This author was a spectator at the last two Olympics at Munich and Montreal, and was astonished by the lack of empirical research about the personality and the motivation of the individuals who go to see international sporting events. No research has focused on the individual as a spectator of the Olympic Games. This study will begin such an investigation, which will study what appears to be the reasons why the "average American Olympic spectator" goes to the Olympic Games.

Statement of the Problem

This study will be an initial search for some characteristics, beliefs, and value systems of American sports spectators who went to the Olympic Games.

What are some of the motives behind spectator sports:

...pleasure from observing excellence, the need for excitement toward a renewal of life, release of tensions and expression of socially-based frustrations, affirmation of values, desire for sociability, need for continuity in life, establishment of sexual identity, group conformity, and goal-directed consummation.13

Today, spectator sports in the United States is one of the biggest economic enterprises. Houston's Astrodome cost over $45,000,000 and the Superdome in New Orleans cost well over $100 million.14 Because of the large investment in facilities for the spectators, scholars believe that the phenomenon of spectator sports should be investigated and researched more. Gregory Stone, the sociologist who has studied participants and spectators, stated:

...sport is meaningful and basically symbolic, consequently, it's analysis must take into account the sport audience.15

Need for the Study

One of the areas in spectator sports which has been neglected for years is the area of spectator sports in international events and competitions. Regional games and world championships have not received the full attention of the countries who participate, in terms

tennis, swimming, golf, boxing, bowling, wrestling, track, and field.\textsuperscript{11}

Paul Weiss says that the basis for spectator sports lies in the drive of people for seeking excellence, if it is in art, music, religion, politics, or sports. From this basic structure of spectator sports, Harry Edwards derived the theory of the hero worship, which has been supported by Orrin Klapp and Fishwick: "Just as a pier holds up the bridge, so does the hero support society."\textsuperscript{12} Elias and Dunning stated in reference to spectator sports, that people do not desire release from tension in their leisure activities, but, instead, seek a particular type of tension. No other sports awaken in the spectator such a feeling of unity, of interdependence, of oneness with the team itself, of desire to help the team as the fighting games, especially football. It is their team, their fight, their college, their victory, or their defeat. The fan tries to identify himself with the team and with the organization or the institution. He becomes a representative of his team and he reflects the team in the society. Freudian analysis of a simple baseball game reveals that the players represent the person's id or unrestricted desires, the hated umpire symbolizes the super-ego, and the spectators play the role of the ego, which mediates between the id and the super-ego.


soccer team may help a youth in his search for individual and group identity. Soccer has been seen as the basis of a common culture—a link between the social classes and between different races and nations. We have been much impressed by the amount of knowledge and memory for detail of football possessed by fans of limited education and intellectual background. Their fluency on the subject of football is in striking contrast to their inability to discourse on other topics. From this point of view, football must be regarded not as much as a common culture, but a common language and mode of communication.9

South American countries, such as Brazil, Argentina, and Mexico are well known for their sports riots. In May, 1964, a riot precipitated by a referee's decision erupted at a soccer match in Lima, Peru, killing a number of spectators. In 1969, the "Soccer War" between Honduras and El Salvador began when El Salvador won a World Cup match. The outcome of the match did nothing to lessen the existing tensions between the two countries, and a four-day armed conflict ensued.10

Many theories have been developed concerning spectator sports in the last few years. Some of the major works were developed in the United States as a result of a massive move toward spectator sports, either in live sporting events or through the media—mainly television. Over two hundred million people watch football, basketball, and baseball annually. More than fifteen million watch


In the eighteenth and the nineteenth century, sports were limited to the upper class and were closely related to the industrial development of the country. England was a good example in the development of these attitudes. The aristocrats organized and supported not only horse races, but also engaged in different sports activities and sports clubs which encouraged the involvement of spectators.6

Since the turn of the century, spectator sports have become an integral part of almost every society in the world. Spectator sports

...in a vital sense, is a miniature society: A veritable microcosm or epitome of the macrocosm of the larger society...7

In Poland,

...the stadium is the center of sport life for all people, irrespective of the attitude they adopt in regard to physical culture or irrespective of their motives for participation. All the motivation meets in one point; those who were spectators of a sports event treated their presence at the stadium as something very personal, something pleasant, facilitating life.8

In England,

...the psychological importance of football to young should not be underestimated. Supporting a


776 B.C. and 395 A.D., saw the art of spectating as a means of showing mere appreciation of sport in the Olympic Games. Attending an athletic event was almost a worship, a means of paying homage to the human body. The Greek Olympic Games not only included sports, but also provided religious celebration, art, dancing, poetry, and drama. The Romans shifted the emphasis in spectator sports from worshipping the human body to applauding its destruction, and some of the gladiatorial contests lasted for days, while spectators filled the Roman Coliseum. In Rome was the first time that the spectator fulfilled such an important and active role in the contest.

Thumbs up from the crowd signalled a pleasing performance, and the combatant's life was spared, thumbs down and another lion was breathing down the guy's neck.

During the "Dark Ages," sports activities, sport participation, and spectator sports almost vanished for several hundred years. Only different private bouts became popular with European royalty, such as wrestling and different knight contests.

Spectator involvement was known in the sixteenth century in Italy, when spectators in sport contests used to bring their own weapons with them, should the outcome of the contest not be to their liking.

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5Ibid., p. 60.
CHAPTER I

INTRODUCTION

The Problem

Spectator sports have been, for a long time, a principle interest for psychologists and sociologists around the world. Spectators viewing sports events, either in person or through the media, have developed negative attitudes toward sporting events, mainly because of the display of riots and hostile feelings at these events.

Why not? Fans are always told they had bought the right to cheer and boo, that the sports arena was not a classroom or a courtroom or an office, it was one place where they could righteous express themselves. Everything else has escalated--prices, anxieties, dangers, and crime--why not self-expression? And if you can't be heard anymore, you have to throw something.¹

During one Cincinnati game in 1974, a Houston outfielder, Bob Watson, hit the wall and fell nearly unconscious; several spectators responded by pouring beer over his body. Another day, somebody hit Umpire Satch Davidson with a beer can.²

Spectator sports are not a new phenomenon, for it had a major role in ancient cultures. The ancient Greeks, between the years

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VITA

March 28, 1948................................. Born - Haifa, Israel

1972............................................. Coaching Certificate in
Basketball, Wingate Institute
Coaches School, Israel

1970-1973................................. Teaching Certificate in Physical
Education, Physical Education
Teachers College, Wingate
Institute, Israel

1973-1974................................. B.S., University of Dayton,
Dayton, Ohio

1974-1975................................. M.S., University of Dayton,
Dayton, Ohio

FIELDS OF STUDY

Major Field: Physical Education

Studies in Sport Sociology.

Studies in International Sports.

Studies in Comparative Physical Education and Sport.

Studies in Leisure and Recreation Activities.
ACKNOWLEDGEMENTS

The author wishes to express his sincere appreciation to his adviser, Dr. Donald Harper, and to the other members of his committee, Dr. Barbara Nelson and Professor Alfred Clark, for their guidance and assistance in the preparation of this manuscript. Special gratitude goes to my colleagues, Dr. Adrian Aveni and Dr. Robert Jiobu.

My gratefulness to my family and special friends for their concern, encouragement and help, and special thanks to all the staff of Montgomery Ward Auto Club, without whose cooperation this study would have been impossible to complete.
To my wife, Bonnie, for her devotion, patience, interest and sacrifice throughout the years of study.
A STUDY TO DETERMINE THE FACTORS WHICH INFLUENCED
AMERICAN SPECTATORS TO GO TO SEE THE SUMMER
OLYMPIC GAMES IN MONTREAL, 1976

DISSER TATION

Presented in Partial Fulfillment of the Requirements for
the Degree Doctor of Philosophy in the Graduate
School of The Ohio State University

By
Asher Mashiach, B.S., M.S.

***

The Ohio State University
1977

Reading Committee:
Dr. Donald D. Harper, Chairman
Dr. Barbara Nelson
Dr. Alfred Clark

Approved By
Donald D. Harper
Advisor
Department of Physical Education
MASHIACH, Asher, 1948-
A STUDY TO DETERMINE THE FACTORS WHICH INFLUENCED AMERICAN SPECTATORS TO GO TO
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