

Stakeholder group	
Name	
Age	
Gender	
Hometown	

Have you heard about the the European Championships Munich 2022 before? How, where?

What expectations do you have of an event like this?

Are you interested in any sport contained in the Munich Championships 2022? Which and why?

Are you interested in visiting the European Championships Munich 2022 or do you tend to just watch it in tv? Why?

What could persuade you to attend the event physically?

Do you think an event like this can have an impact on the community as a whole? Why?

How important is sustainability for you regarding an event like this? Why?

How do you think an event like this can have an impact on you and your sport activities? How about your children / children in general?

Specific for potential spectators/visitors

Are you member of a sports club? Why?

How long have you already been member of a sports club? / Have you ever been member of a local sport club? / Are you planning on joining a sports club? / What was your intention for joining a sports club?

What was the initial influence for you to join a sports club? / Have you ever been influenced in any way to join a sport club? How?

Are you interested in other kinds of sports than the one you're involved in? Which and why?

Are you doing sports outside of a club / on your own?

Are you using tools for tracking your activities? Which?