



## 2008 Summer Olympics

### U.S. Teen Views on the Olympic Games *What Marketers Need to Know*

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# Table 1

“How interested are you in the 2008 Summer Olympics that will take place in Beijing, China in August?”

Base: Qualified 8-18 year olds (n=1,353)

	Tweens (8-12)	Teens (13-18)	Male Teens (16-18)	Female Teens (16-18)
	%	%	%	%
<b>At Least Interested (Net)</b>	<b>28</b>	<b>46</b>	<b>57</b>	<b>40</b>
<b>Extremely/Very Interested (Net)</b>	<b>13</b>	<b>27</b>	<b>34</b>	<b>23</b>
<b>Extremely Interested</b>	<b>6</b>	<b>14</b>	<b>19</b>	<b>10</b>
<b>Very Interested</b>	<b>7</b>	<b>13</b>	<b>15</b>	<b>13</b>
<b>Interested</b>	<b>15</b>	<b>19</b>	<b>23</b>	<b>16</b>
<b>Somewhat Interested</b>	<b>35</b>	<b>26</b>	<b>24</b>	<b>31</b>
<b>Not at all Interested</b>	<b>37</b>	<b>28</b>	<b>19</b>	<b>30</b>

# Table 2

“Which of the following do you plan to do?”

Base: Qualified 13-18 year olds (n=815)

	Teens (13-18) %	Teens (13-15) %	Teens (16-18) %
Watch Olympic sporting events on TV	59	57	61
Read about Olympic sporting events online	22	14	30
Read about Olympic sporting events in the newspaper	18	17	19
Watch Olympic sporting events online	14	9	18
Buy products with Olympics logo (shirts, hats)	5	5	5

# Table 3

"Which of the following sports events are you most interested in watching or reading about during the Olympics?"

## Top 5 Listed

Base: Qualified 13-18 year olds (n=815)

	Teens (13-18)	Male Teens (13-18)	Female Teens (13-18)
	%	%	%
Swimming	40	34	46
Gymnastics	38	21	56
Track and field	33	35	30
Diving	28	21	35
Basketball	26	34	17

# Table 4

“How much do you agree or disagree with the following?:  
The Olympics helps build a better and peaceful world.”

Base: Qualified 13-18 year olds (n=815); Teens Interested in Olympics (n=387)

	Teens (13-18)	Interested Teens (13-18)
	%	%
<b>Agree (Net)</b>	<b>62</b>	<b>71</b>
<b>Strongly Agree</b>	<b>23</b>	<b>36</b>
<b>Somewhat Agree</b>	<b>40</b>	<b>35</b>
<b>Disagree (Net)</b>	<b>16</b>	<b>15</b>
<b>Somewhat Disagree</b>	<b>11</b>	<b>11</b>
<b>Strongly Disagree</b>	<b>5</b>	<b>4</b>
<b>Not sure</b>	<b>21</b>	<b>15</b>

# Methodology

- Harris Interactive® fielded the study from July 16-24, 2008, via its YouthQuery<sup>SM</sup> online omnibus service, interviewing a nationwide sample of 1,353 U.S. 8-18 year olds, including 815 13-18 year olds. Data for 8-17 year old results were weighted to be representative of the total U.S. 8-17 year old population on the basis age, gender, education, parental education, race/ethnicity, region, and urbanicity. Data for 18 year old results were weighted to be representative of the total U.S. 18 year old population on the basis age, gender, education, household income, race/ethnicity, and region. No estimates of theoretical sampling error can be calculated.