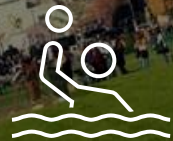


# Audience Engagement: Paris 2024 Summer Olympic Games



# Background & Methodology



To understand audience engagement with the 2024 Summer Olympics, the first Games held after the COVID-19 pandemic, ThinkNow conducted a quantitative research study among a nationally representative sample of US adults.

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**TOTAL SAMPLE SIZE: N=1,550**

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### Survey Method

- Online Survey



### Screening Criteria

- 18+ years of age



### Regional Coverage

- National



### Field Timing

- May 24 – June 6 , 2024

# Key Findings

- ❖ Most respondents surveyed (68%) indicate they will watch at least some of the sporting events in the Paris 2024 Summer Olympics.
- ❖ Less than half reported watching the 2022 Winter Olympics and 2020 Summer Olympics.
- ❖ Overall, about half agree ‘completely’ that watching the US compete gives them a sense of pride. Gen Zers are the least likely to agree with this sentiment.
- ❖ Viewers are most excited about watching gymnastics, basketball, and swimming.
- ❖ Among viewers, 3-out-of-10 plan to watch the Olympics daily; another 44% will watch most days.
- ❖ Gen Xers and Boomers are most likely to watch the Olympics via traditional network TV; younger cohorts are more likely to watch via online platforms.





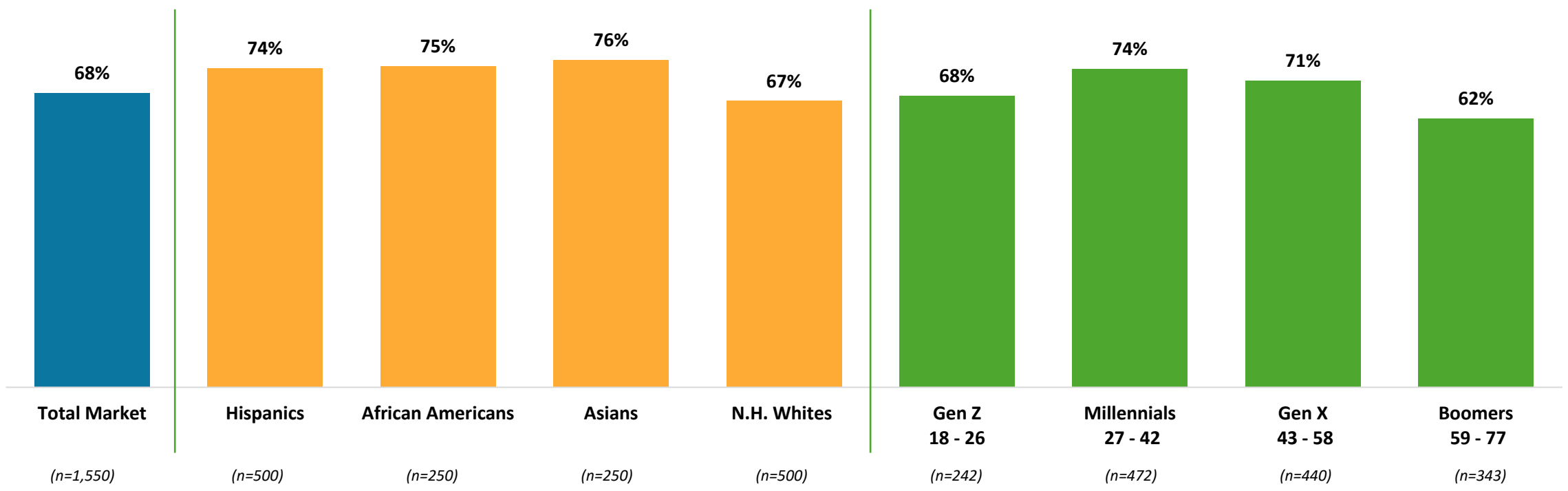
# Detailed Findings



# Overall, nearly 7-out-of-10 respondents indicate they are planning to watch the Paris Summer Olympics.

👉 Non-Hispanic Whites are the least likely to, as are Boomers.

*Are you planning to watch at least some of the sporting events in this year's Summer Olympics?*





# Fewer than half reported watching the 2022 Winter Olympics and 2020 Summer Olympics.

- 👤 More Gen Zers watched the 2022 World Cup than the previous two Olympic games.
- 👤 Hispanics were the least likely to have watched the previous Summer and Winter Olympics and the most likely to watch the 2022 World Cup.

*Which of these recent international sporting events did you watch at least some of the time when they took place?*

	Total Market	Male	Female	Hispanics	African Americans	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59-77
2022 Winter Olympics	45%	47%	44%	38% ↓	40%	49%	48%	33% ↓	48%	41%	52%
2020 Summer Olympics (held in 2021)	46%	50%	43%	38% ↓	48%	49%	47%	31% ↓	50%	48%	49%
2022 World Cup	36%	46% ↑	27% ↓	53% ↑	33%	45%	31%	46%	48% ↑	35%	24% ↓
None of these	33%	28%	36%	26%	31%	25%	35%	32%	24% ↓	34%	38%
<i>Base:</i>	<i>(n=1,550)</i>	<i>(n=739)</i>	<i>(n=801)</i>	<i>(n=500)</i>	<i>(n=250)</i>	<i>(n=250)</i>	<i>(n=500)</i>	<i>(n=242)</i>	<i>(n=472)</i>	<i>(n=440)</i>	<i>(n=343)</i>

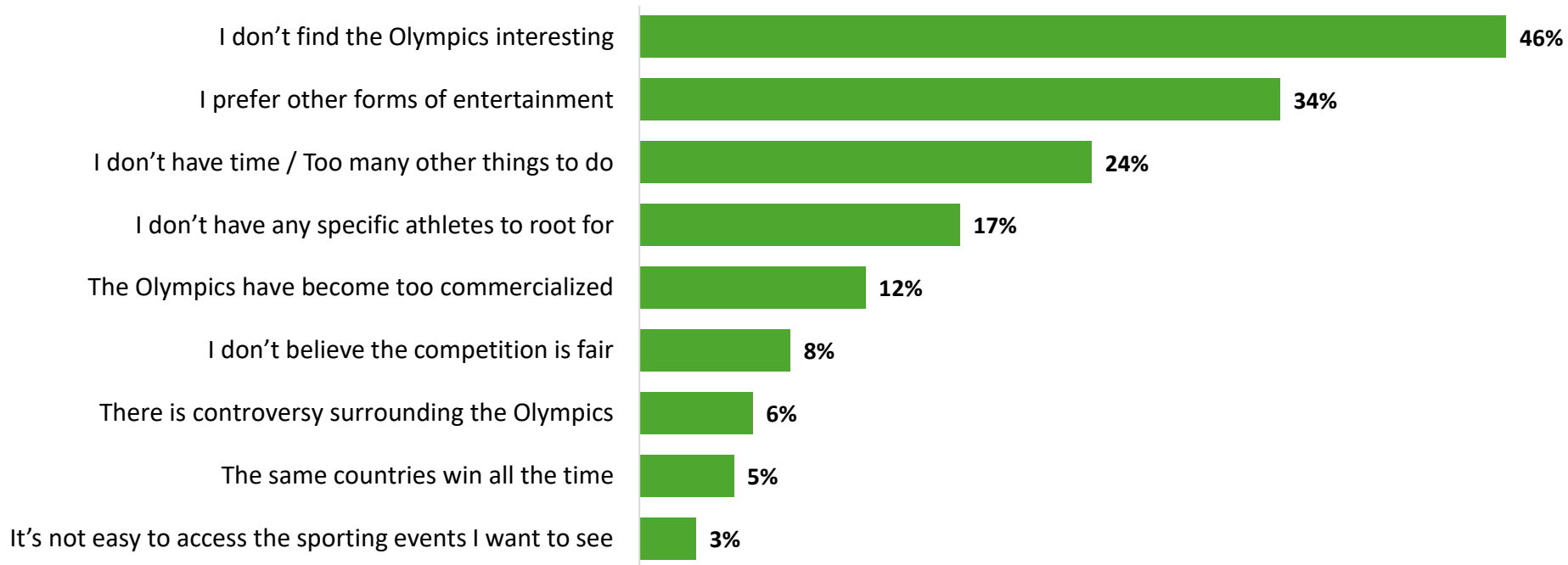
Arrows indicate significant difference at 95% confidence level against total market.



# Among those who are not planning to watch the Summer Olympics, a lack of interest is and a preference for other forms of entertainment are the top reasons.

## What are the reasons you are not planning to watch the 2024 Summer Olympics?

Base: Not planning to watch the Olympics

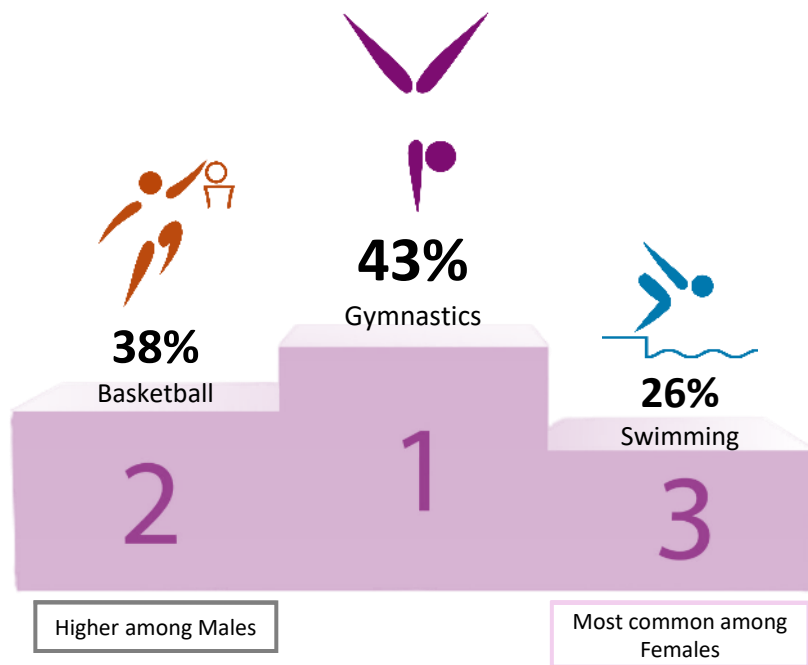




# Gymnastics, basketball, and swimming are the Summer Olympic sporting events generating the most interest.

## Which Olympic sporting events are you most interested in watching/following?

Base: Planning to watch the Olympics



	Total Market	Hispanics	African Americans	Asians	N.H. Whites
		(C)	(D)	(E)	(F)
Gymnastics	43%	38%	43%	52%	45%
Basketball	38%	40%	59% ↑	40%	32%
Swimming	26%	19%	20%	29%	27%
Track & Field	22%	13%	38% ↑	21%	21%
Baseball	21%	23%	16%	6% ↓	23%
Beach volleyball	20%	13% ↓	11% ↓	16%	26% ↑
Diving	19%	16%	10% ↓	20%	23%
Boxing	19%	25%	21%	12% ↓	17%
Soccer	15%	35% ↑	9% ↓	20%	12%
Base:	(n=1,075)	(n=376)	(n=185)	(n=169)	(n=313)

\*\* From a list of 23 sports, these were the Top 9.

Arrows indicate significant difference at 95% confidence level.





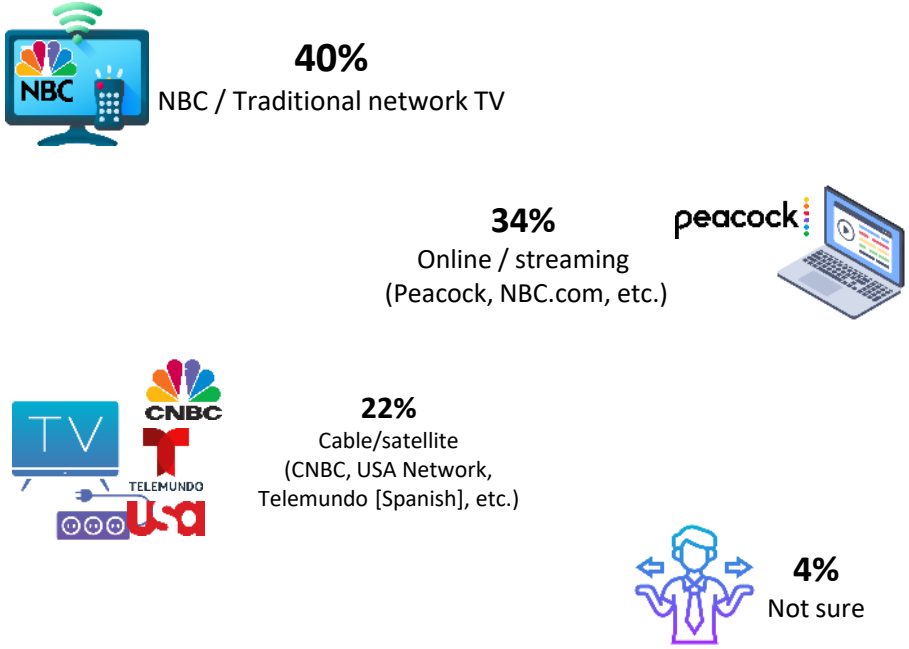
# Among those planning to watch the Summer Olympics, 3-out-of-10 indicate they will do so daily, primarily through NBC and/or other traditional TV networks.

👉 About one-third will watch the Olympics via streaming platforms.

*During the 2-week long Summer Olympics, how often do you think you will watch it?*  
Base: Planning to watch the Olympics

	Total Market	Hispanics	African Americans	Asians	N.H. Whites
		(C)	(D)	(E)	(F)
Everyday	31%	27%	30%	16%	29%
Most days	44%	49%	46%	52%	44%
Only in days when my preferred sporting events are on	20%	18%	19%	25%	21%
Only if / when I have time	5%	6%	5%	7%	6%
<i>Base: Planning to watch the Olympics</i>	<i>(n=1,075)</i>	<i>(n=376)</i>	<i>(n=185)</i>	<i>(n=169)</i>	<i>(n=313)</i>

*NBC and its various networks will be covering the Olympics. How are you most likely to watch?*  
Base: Planning to watch the Olympics (n=1,075)





# Boomers and N.H. Whites are the most likely to watch the Olympic Games via traditional network TV, while Millennials and Gen Zers are more likely to use streaming services like Peacock.

👤 Hispanics are the most likely to watch the games through Cable/Satellite TV.

*NBC and its various networks will be covering the Olympics. How are you most likely to watch?*

*Base: Planning to watch the Olympics*

	Hispanics	African Americans	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59-77
NBC/traditional network TV	28% ↓	35%	34%	45% ↑	23% ↓	30% ↓	46%	54% ↑
Online/streaming (Peacock, NBC com, etc.)	34%	31%	42%	36%	49% ↑	47% ↑	32%	16% ↓
Cable/Satellite (CNBC, USA network, Telemundo -for Spanish-, etc.)	33% ↑	30%	18%	17%	21%	21%	19%	26%
Not sure	5%	5%	6%	2%	7%	3%	3%	4%
<i>Base:</i>	<i>(n=376)</i>	<i>(n=185)</i>	<i>(n=169)</i>	<i>(n=313)</i>	<i>(n=172)</i>	<i>(n=354)</i>	<i>(n=311)</i>	<i>(n=210)</i>



# About half of viewers agree ‘completely’ that watching the US compete in the Olympics gives them a sense of pride. This sentiment is felt strongest by Gen Xers and Boomers.

📌 Asians are the least likely to feel this sense of patriotism as well as to go out of their way to watch their favorite event.

*How much do you agree or disagree with each of the following statements?*

	Total Market <i>COMPLETELY AGREE</i>	Hispanics	African-Americans	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59-77
It gives me pride to watch the U.S. compete in the Olympics	49%	45%	53%	40% ↓	49%	35% ↓	46%	50%	57%
The Olympics is something I look forward to every 4 years	41%	34%	43%	41%	41%	38%	38%	42%	47%
The inclusion of new sports like surfing and skateboarding is a positive change for the Olympics	35%	39%	40%	30%	32%	37%	41%	47% ↑	19% ↓
The Olympics is an opportunity to learn more about the culture of the host country	35%	43%	40%	41%	30%	36%	33%	48% ↑	26% ↓
I go out of my way to watch my favorite Olympic sporting events	30%	31%	33%	17% ↓	30%	27%	30%	35%	29%
Watching the Olympics is an occasion for my family to get together	28%	31%	34%	27%	24%	33%	30%	35%	20% ↓
During the Olympics, I share Olympic content with my friends and family through social media	21%	27%	25%	19%	16%	22%	28% ↑	25%	9% ↓
<i>Base: Planning to watch the Olympics</i>	<i>(n=1,075)</i>	<i>(n=376)</i>	<i>(n=185)</i>	<i>(n=169)</i>	<i>(n=313)</i>	<i>(n=172)</i>	<i>(n=354)</i>	<i>(n=311)</i>	<i>(n=210)</i>



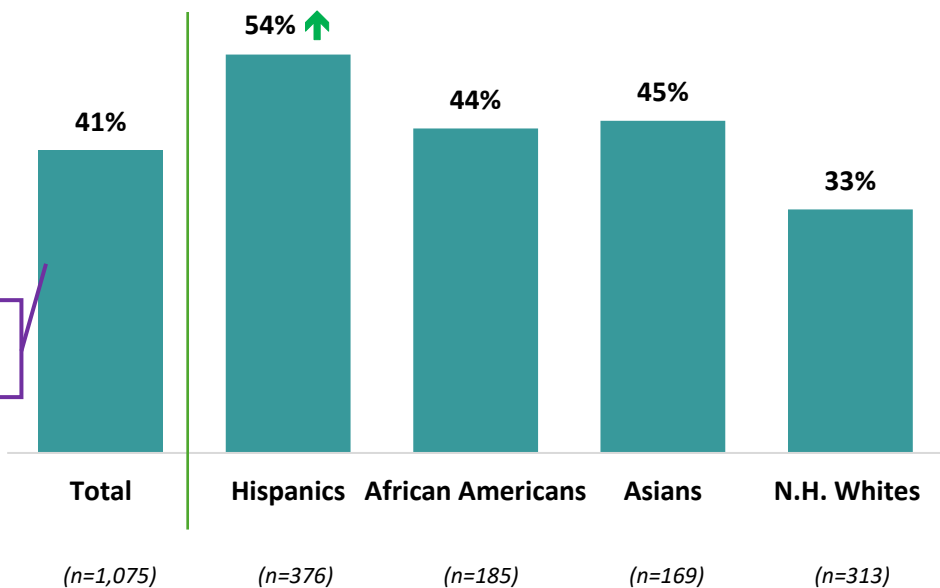
# 2-out-of-5 of viewers are either “very” or “somewhat” likely to purchase Olympic merchandise. Hispanics expressed the most interest overall.

👉 Among the one-quarter who were already aware of the Summer Olympics mascot, most say they “love it.”

## How likely are you to purchase any merchandise associated with the Olympics (e.g., clothing, souvenirs, etc.)?

Base: Planning to watch the Olympics (1,075)

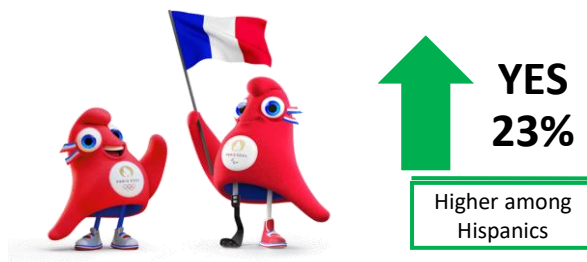
TOP TWO BOX → VERY/SOMEWHAT LIKELY



Boomers are the least likely to purchase any merchandise.

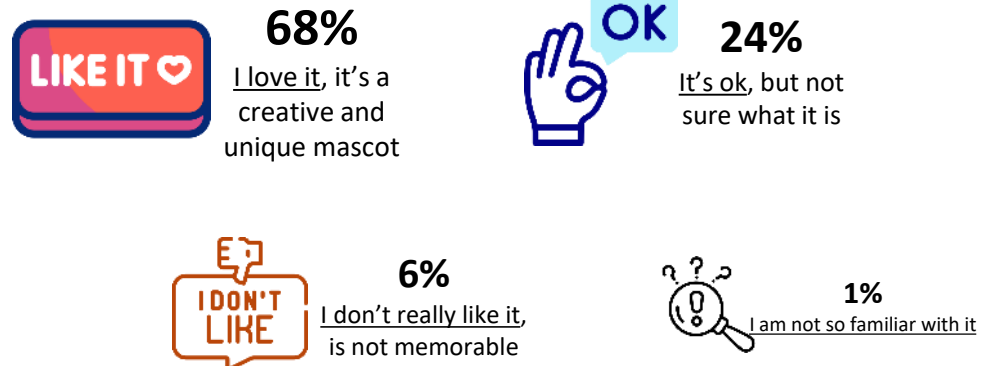
## Have you seen this mascot for the Summer Olympics before?

Base: Planning to watch the Olympics (1,075)



## What is your opinion of the mascot design?

Base: Those who have seen the mascot before



Arrows indicate significant difference at 95% confidence level.



# Appendix

# Participant Profile

	TOTAL MARKET	Male	Female	Hispanics	African-Americans	Asians	N.H. Whites	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59-77
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	
<b>GENDER</b>											
Female	48%	--	100%	49%	50%	50%	50%	43%	50%	50%	48%
Male	48%	100%	--	49%	50%	50%	50%	44%	48%	50%	48%
Other (Net)	4%	--	--	2%	--	--	--	13%	3%	--	4%
<b>AGE</b>											
18 to 26	16%	14%	14%	20% <b>F</b>	18%	14%	13%	100%	--	--	--
27 to 42	27%	27%	28%	37% <b>F</b>	31%	36% <b>F</b>	24%	--	100%	--	--
43 to 58	25%	26%	26%	26%	25%	26%	26%	--	--	100%	--
59 to 77	28%	28%	28%	15%	21%	24%	33% <b>CD</b>	--	--	--	100%
Median age	47	48	47	39	43	43	51	23	34	51	67
<b>ETHNICITY</b>											
Hispanic/Latino	19%	16%	18%	100%	--	--	--	25%	26%	17%	10%
Black, African-American	13%	14%	13%	--	100%	--	--	18%	15%	15%	10%
Asian	6%	6%	5%	--	--	100%	--	9%	5%	8%	4%
White (Non-Hispanic)	61%	63%	61%	--	--	--	100%	48%	52%	59%	74%
<b>REGIONS</b>											
Northeast	17%	18%	16%	14%	16%	21%	18%	21%	17%	17%	16%
Midwest	21%	22%	19%	10%	18% <b>C</b>	12%	25% <b>CDE</b>	18%	17%	19%	25%
South	38%	33%	45% <b>A</b>	38% <b>E</b>	57% <b>CEF</b>	24%	36% <b>E</b>	40%	39%	41%	34%
West	24%	27% <b>B</b>	21%	38% <b>DF</b>	9%	43% <b>DF</b>	21% <b>D</b>	21%	26%	22%	24%
Base:	(1,550)	(n=739)	(n=801)	(n=500)	(n=250)	(n=250)	(n=500)	(n=242)	(n=472)	(n=440)	(n=343)



## Which Olympic sporting events are you most interested in watching/following?

Base: Planning on watching one sporting event

	TOTAL	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59-77
Gymnastics	43%	31% ↓	38%	46%	51%
Basketball	38%	48%	44%	34%	30%
Swimming	26%	16% ↓	23%	28%	34%
Track & Field	22%	20%	18%	21%	27%
Baseball	21%	27%	21%	18%	22%
Beach volleyball	20%	16%	22%	23%	19%
Diving	19%	18%	12% ↓	18%	29% ↑
Boxing	19%	21%	24%	20%	12%
Soccer	15%	20%	20%	12%	10%
Archery	8%	18% ↑	9%	7%	2% ↓
Bicycling	7%	5%	5%	10%	9%
Skateboarding	6%	1% ↓	9%	7%	4%
Shooting	4%	8%	4%	4%	2%
Base:	(n=1,075)	(n=376)	(n=185)	(n=169)	(n=313)

	TOTAL	Gen Z 18-26	Millennials 27-42	Gen X 43-58	Boomers 59-77
Volleyball (Indoor)	4%	7%	2%	5%	3%
Equestrian	4%	3%	2%	1% ↓	8% ↑
Cross country running	3%	5%	3%	4%	2%
Tennis	3%	3%	4%	5%	1% ↓
Surfing	2%	3%	2%	3%	1%
Rowing	2%	1%	3%	1%	2%
Table Tennis	2%	3%	2%	2%	--
Fencing	2%	2%	2%	1%	1%
Rugby	1%	1%	1%	1%	--
Water Polo	1%	1%	1%	1%	--
Other	1%	--	--	1%	1%
None in particular	--	--	1%	--	1%
Base:	(n=1,075)	(n=376)	(n=185)	(n=169)	(n=313)