

# WHICH OLYMPIC SPORTS DO PEOPLE CARE ABOUT?

## What did we do?

1. We recruited 339 respondents and wanted them to rank a list of 23 Olympic sports in order from the ones they would want to watch most to least.
2. The problem? **People can only accurately rank about 4 or 5 items. After that it is a toss up if their rankings actually reflect their true preferences.**
3. The solution: **MAXDIFF ANALYSIS**

## MAXDIFF ANALYSIS

Instead of ranking 23 sports, respondents are shown many sets of four sports and they indicate the one they want to watch most and least in each set. At the end of the study, we apply an iterative mathematical procedure that produces accurate rankings for the group.

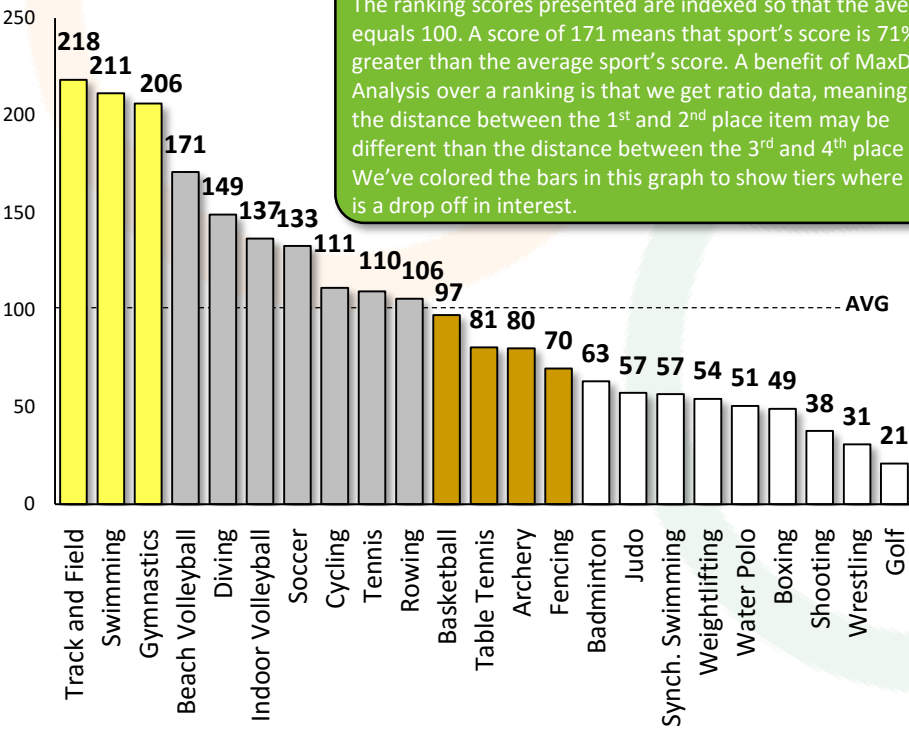
I would like to watch MOST	OF THESE OLYMPIC SPORTS, WHICH WOULD YOU LIKE TO WATCH MOST AND LEAST?	I would like to watch LEAST
<input type="radio"/>	Track and Field	<input type="radio"/>
<input type="radio"/>	Indoor Volleyball	<input type="radio"/>
<input type="radio"/>	Water Polo	<input type="radio"/>
<input type="radio"/>	Boxing	<input type="radio"/>

## TRACK & FIELD, SWIMMING, AND GYMNASTICS REIGN SUPREME

Base: Total Resp. (n=339)

### How To Interpret The Scores

The ranking scores presented are indexed so that the average equals 100. A score of 171 means that sport's score is 71% greater than the average sport's score. A benefit of MaxDiff Analysis over a ranking is that we get ratio data, meaning that the distance between the 1<sup>st</sup> and 2<sup>nd</sup> place item may be different than the distance between the 3<sup>rd</sup> and 4<sup>th</sup> place item. We've colored the bars in this graph to show tiers where there is a drop off in interest.



## TOP TENS FOR GROUPS

### MEN

Track and Field	217
Swimming	196
Gymnastics	185
Beach Volleyball	164
Soccer	137
Indoor Volleyball	136
Cycling	119
Tennis	116
Diving	116
Basketball	110

### WOMEN

Gymnastics	247
Swimming	241
Track and Field	221
Diving	213
Beach Volleyball	184
Indoor Volleyball	137
Soccer	124
Synch. Swimming	120
Rowing	101
Tennis	96

### EUROPEANS

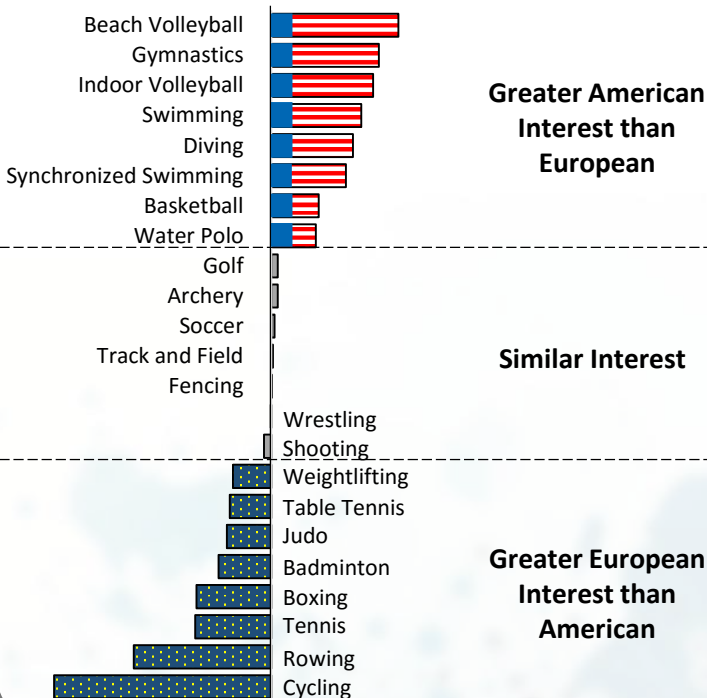
Track and Field	216
Cycling	197
Swimming	175
Gymnastics	167
Rowing	160
Tennis	142
Soccer	130
Beach Volleyball	122
Diving	114
Table Tennis	96

### AMERICANS

Gymnastics	228
Swimming	226
Track and Field	217
Beach Volleyball	194
Diving	160
Indoor Volleyball	148
Soccer	132
Basketball	107
Tennis	99
Archery	86

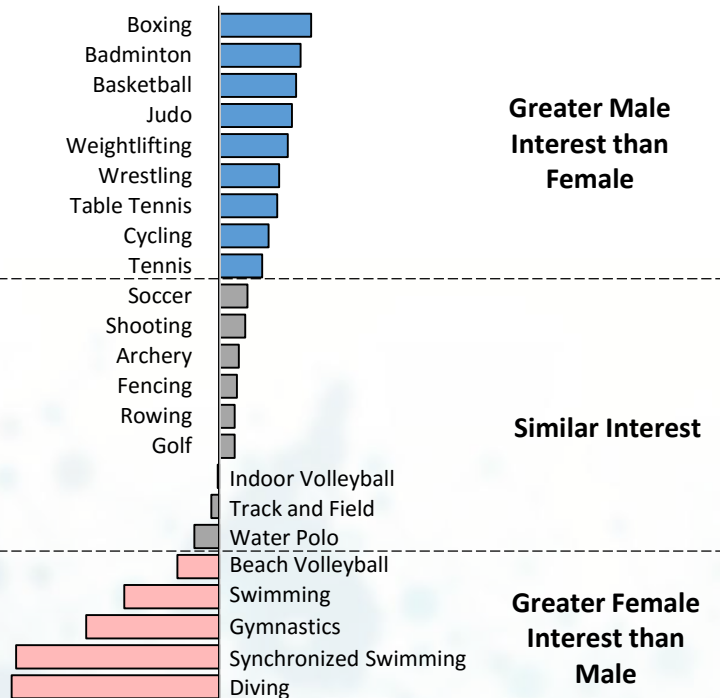
## EUROPEANS LIKE CYCLING WAY MORE THAN AMERICANS

Units: Difference between American and European MaxDiff Scores



## DIVING AND SYNCH. SWIMMING ARE ENJOYED MORE BY WOMEN

Units: Difference between Male and Female MaxDiff Scores



FUN FACT:

45%

OF EMPLOYED RESPONDENTS ADMITTED THEY HAD WATCHED THE OLYMPICS WHILE AT THEIR PLACE OF EMPLOYMENT

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