London 2012 Olympic Games

FISA

January 2013

Context

- As per previous editions of the Olympic Games, the IOC has collected various data during the London 2012 Olympic Games.
- The first research presented "General public research" (slides 3 to 11) focuses on the general public's perception of the Olympic Games in general.
- The second research presented "London 2012 key figures" (slides 12 to 62) provides detailed insights for Rowing.
- The third research presented "Spectator experience report" (slides to 63 to 75) focuses on the spectator experience at the Rowing events both before, during and after the Olympic Games.

General public research

General scope

1. Consumer research

Territories	UK, France, Germany, Italy, Spain, Russia, China, India, Japan, South Korea, Brazil, Canada, Mexico, USA, South Africa, Australia
Sample	36,000 respondents, covering 16 markets
Methodology	Online surveys
Age	8-65 year olds
When	Immediately Post Games

2. Broadcast measurement

Territories	220+
Channels	506
Sources	Global coverage hours and audiences via RHBs and official TV auditing systems

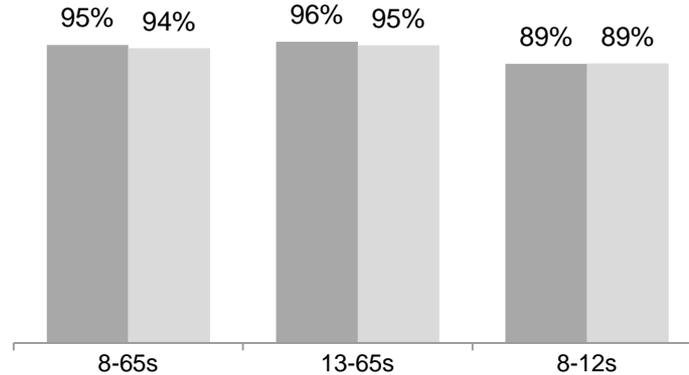Service provider: Sponsorship Intelligence

1. Consumer research

Evolution of correct identification of the Olympic Symbol between 2008 and 2012

- With 94% correctly identifying it, the Rings is still the most widely-recognised symbol

Games time research
(16 territories – 750ppl/territory – age 8-65)

Correct Identification - ☐ 2008 ☐ 2012

	8-65s	13-65s	8-12s
Rank 1	Olympic Rings	Olympic Rings	Coke bottle (92%)
Rank 2	Coke bottle (94%)	Coke bottle (94%) Apple	Olympic Rings

1. Consumer research

Rings performance compared to other symbols

- The Rings out-perform all other symbols for *Inspirational, Heritage & Tradition, Diversity, Optimistic, Excellence, Global,* & *Inclusive*

Inspirational (7.1)

Heritage & Tradition (7.9)

Diversity (7.3)

Optimistic (6.9)

Excellence (7.5)

Global (8.9)

Inclusive (6.7)

Ranked according to Rings' advantage over next best

And compared to 2008, the Rings in 2012 are:

⭐ More *Innovative* (5.0 to 5.6)

⭐ More about *Heritage & Tradition* (7.4 to 7.9)

❌ But more *Commercial* (5.6 to 6.1)

1. Consumer research

Rings performance compared to other symbols (cont'd)

- The Olympic Rings also performs well regarding *Authentic, Friendship, Respectful* & *Peace*, ranking 2nd in each case

Authentic	
	7.2
	7.1
	7.0
	6.9
	6.8
	6.6
	6.2
	5.7

Friendship	
	7.5
	7.1
	6.4
	6.4
	6.3
	5.6
	5.0
	4.8

Respectful	
	7.8
	7.1
	6.2
	6.0
	5.6
	5.1
	5.1
	4.6

Peace	
	8.0
	7.1
	6.2
	5.7
	4.6
	4.4
	4.3
	4.3

1. Consumer research

Rings performance compared to other symbols (cont'd)

Commercial		Youthful		Innovative	
Coca-Cola	8.6	Facebook	7.6	Apple	8.0
Apple	8.4	Walt Disney Pictures	7.3	Facebook	6.6
Nike	8.4	Apple	6.9	Nike	6.3
Walt Disney Pictures	7.8	Nike	6.9	Walt Disney Pictures	6.0
Facebook	7.2	Coca-Cola	6.5	Olympic Rings	5.6
Olympic Rings	6.1	Olympic Rings	6.2	London 2012	5.6
London 2012	6.1	London 2012	6.2	Coca-Cola	5.3
Red Cross	3.9	Red Cross	4.3	Red Cross	4.7

1. Consumer research

Opinion on the Games

- Opinion on the Games has improved since 2008, most noticeably regarding their *relevance to the younger generation*

Greatest positive shifts since 2008 (% agree):	2008	2012
The Olympic Games is **relevant to the younger generation**	53%	63%
The Olympic Games is the **pinnacle of all sporting events**	63%	72%
The Olympic Games is **as much about taking part as it is about winning**	62%	71%
The Olympic Games helps me to **appreciate different cultures**	60%	68%
Olympic athletes inspire people to be the best they can be in their everyday life	62%	70%

Among total population, youth-related statements show positive shifts since 2008 (% agree):	2008	2012
The performances of Olympic athletes **encourages children to participate in sport**	72%	79%
Athletes at the Olympic Games provide **good role models for children**	70%	75%

Greatest positive differences between the Total & Youth (% agree):	Total	8 - 12s
There is **no better achievement** in sport than winning an Olympic gold medal	69%	77%
The Olympic Games are **special as they happen only once in a while**	76%	81%

2. Broadcast measurement

Broadcast research Key figures

- The potential audience of London 2012 television coverage was higher than the two previous Games.
- Over half of the population saw coverage.

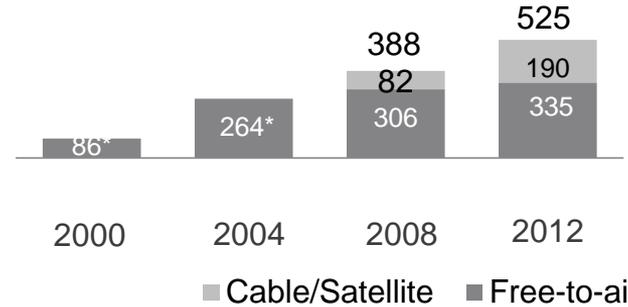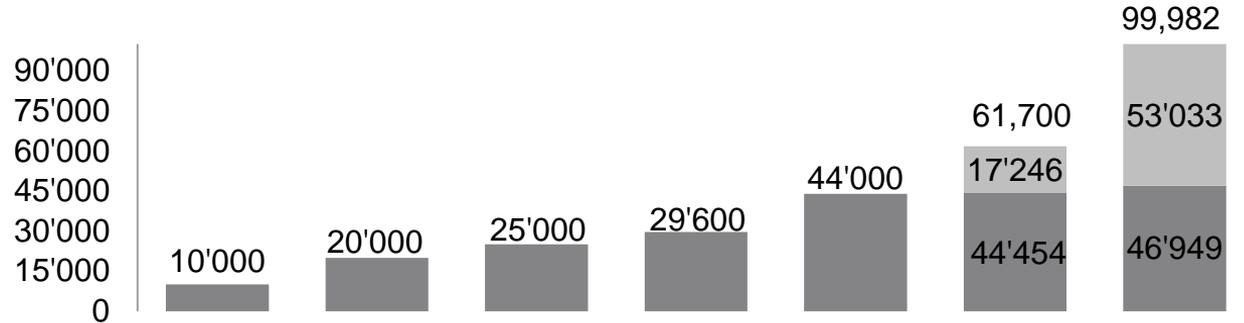|	Beijing 2008	London 2012	Percentage of increase
RHBs	17	33	+94%
TV Channels	388	525	+35%
TV Broadcast hours	61,700	99,982	+62%
TV Potential RHB Audience	4.3bn	4.8bn	+12%
TV Actual Audience (1min)	3.5bn (77%)	3.7bn (75%)	+6%
Digital Broadcast Hours	10,000	81,541	+715%
Digital Video Views	> 670m	>1.9bn	+184%
Social Media Integration	-	Yes	-

2. Broadcast measurement

Hours of Olympic broadcast content

- Hours of Olympic broadcast content have continued to grow along with the number of channels.

TV Channels

	2000	2004	2008	2012
Total	86*	264*	388	525
Cable/Satellite			82	190
Free-to-air			306	335

Coverage hours

■ Cable/Satellite ■ Free-to-air

	Seoul 1988	Barcelona '92	Atlanta 1996	Sydney 2000	Athens 2004	Beijing 2008	London 2012
Total	10'000	20'000	25'000	29'600	44'000	61,700	99,982
Cable/Satellite						17'246	53'033
Free-to-air						44'454	46'949

(y-axis: 0, 15'000, 30'000, 45'000, 60'000, 75'000, 90'000)

*Cable-Satellite TV breakdown of channels/hours not available before Beijing 2008

Criteria and indicators

- This part uses the 'Evaluation Criteria for sports and disciplines – 2012' document that was approved by the 2011 IOC Session in Durban.

- Five criteria have been retained and are measured by 11 indicators.

- The following table outlines the criteria, their indicator(s) and the respective service providers.
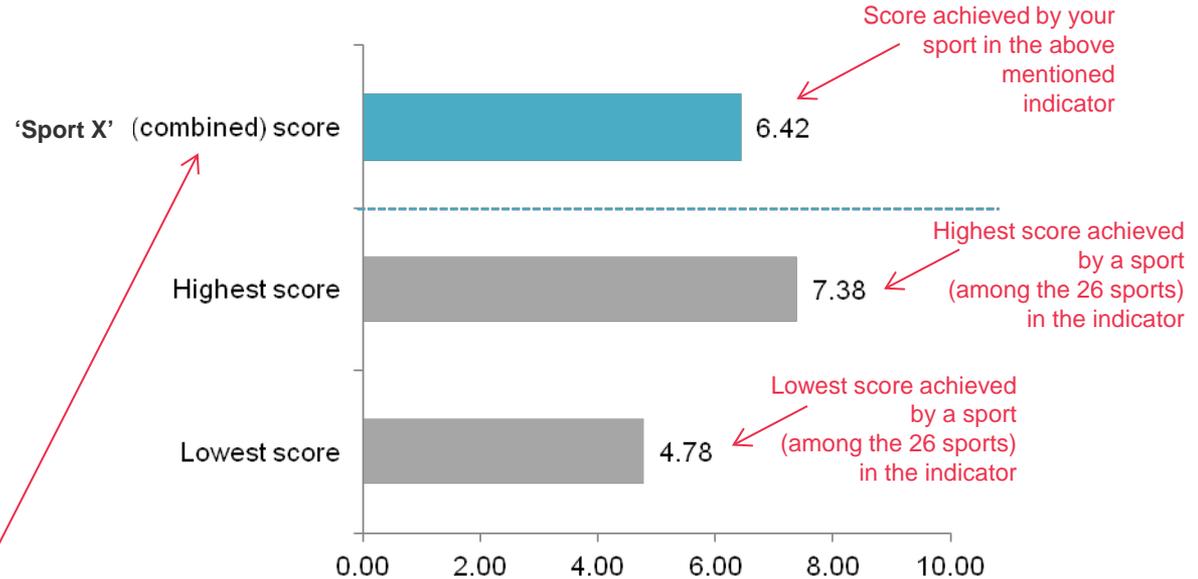
Criteria and indicators (cont'd)

Criteria	Indicators	Service providers
1. Popularity - General public	1.1 Favourite sports among the general public	Sponsorship Intelligence
	1.2 Focus: favourite sports among the youth	Sponsorship Intelligence
2. Popularity - Spectators	2.1 Percentage of available tickets sold	LOCOG
3. Popularity - TV	3.1 Viewer hours	Sponsorship Intelligence
	3.2 Total maximum TV audience	Sponsorship Intelligence
	3.3 Average viewers per minute (AMR)	Sponsorship Intelligence
4. Popularity - Internet	4.1 Page views on most popular websites	Sponsorship Intelligence
	4.2 Page views on london2012.com	Digital Brand Services
	4.3 Video views on Youtube.com/olympics	Business & Decision
	4.4 Page views on olympic.org	Business & Decision
5. Popularity - Press	5.1 Number of press articles	TNS

Presentation of results

Fictitious example

'Sport X' appeal among general public (on a scale from 1 to 10)

Score achieved by your sport in the above mentioned indicator

'Sport X' (combined) score — 6.42

Highest score — 7.38

Highest score achieved by a sport (among the 26 sports) in the indicator

Lowest score — 4.78

Lowest score achieved by a sport (among the 26 sports) in the indicator

If a sport includes more than one discipline and if data was available for each of them, the graph will show results for each discipline. If not, the graph will only show a "combined" result, as shown in this example.

Criteria 1:

Popularity - General Public

Criteria 1:

Popularity - General Public

Methodology

- Indicators:
    - 1.1 Favourite sport among the general public
    - 1.2 Focus: favourite sport among the youth (8 to 19 year olds)

- Service provider:
    - Sponsorship Intelligence

Criteria 1:

Popularity - General Public

Methodology (cont'd)

- Method and scope:
  - 16 territories – all online interviews:
    - **Europe (6)**: UK, France, Germany, Italy, Spain, Russia
    - **Asia (4)**: China, India, Japan, South Korea
    - **Americas (4)**: Brazil, Canada, Mexico, USA
    - **Africa (1)**: South Africa
    - **Oceania (1)**: Australia
  - Samples:
    - 750 per territory, aged 8 to 65
    - 12,000 in total
    - Equal split by gender & across 6 age groups
    - No filters
  - Question asked:
    - *"Please state how interested you are in this sport, by using a scale from 1 to 10 where 1 means you have no interest and 10 means you are extremely interested."*

Criteria 1:

Popularity - General Public

Indicator:
1.1 Favourite sport among the general public

Rowing's appeal among the general public (on a scale from 1 to 10)

Score	Value
Rowing score	5.38
Highest score	7.38
Lowest score	4.78
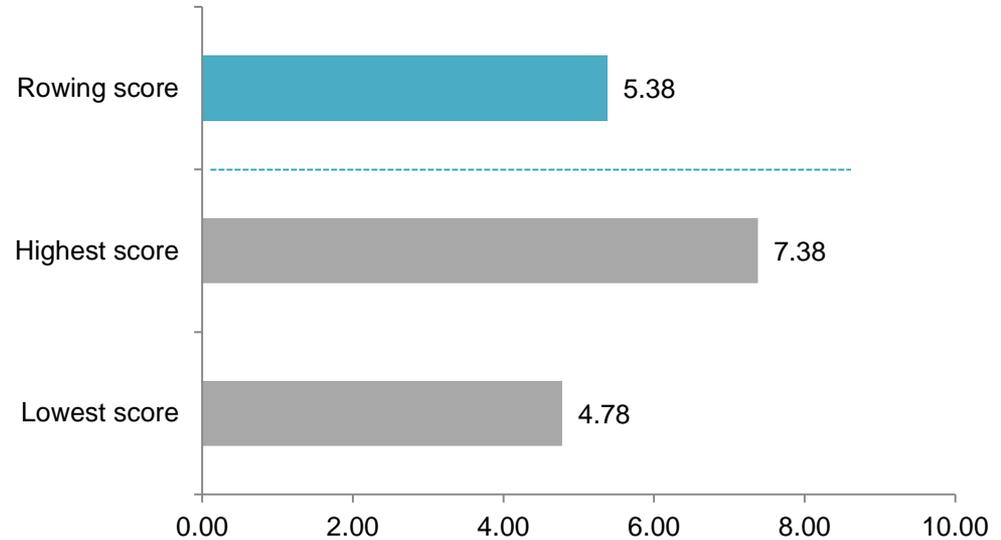
Criteria 1:

Popularity - General Public

Focus:
1.2 Favourite sport among the youth (8 to 19 year olds)

Focus: Rowing's appeal among the youth (on a scale from 1 to 10)

Score	Value
Rowing score	5.08
Highest score	7.47
Lowest score	4.68
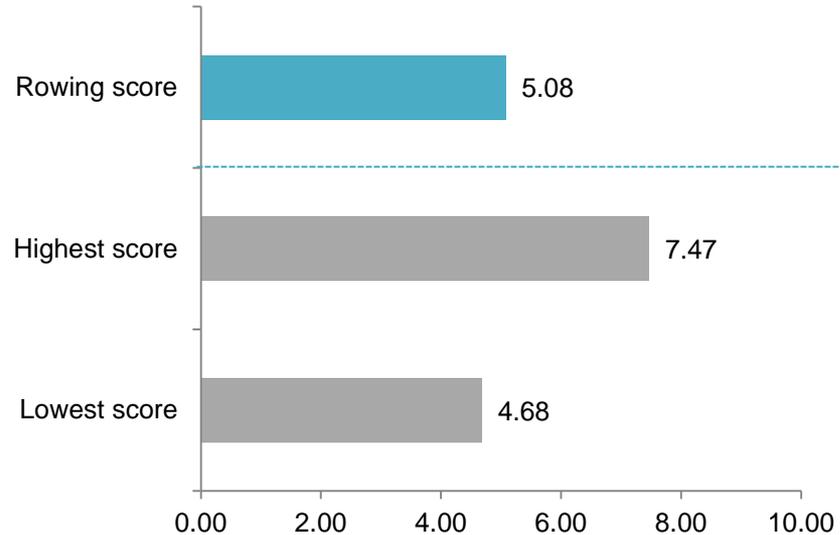
Criteria 2:

Popularity – Spectators

Criteria 2:

Popularity – Spectators

Methodology

- Indicator:
    - 2.1 Percentage of available tickets sold

- Service provider:
    - LOCOG

- Method:
    - Ratio tickets sold / tickets available for sale

Criteria 2:

Popularity – Spectators

Indicator:
2.1 Percentage of available tickets sold

Rowing's ticket demand
(in percentage)
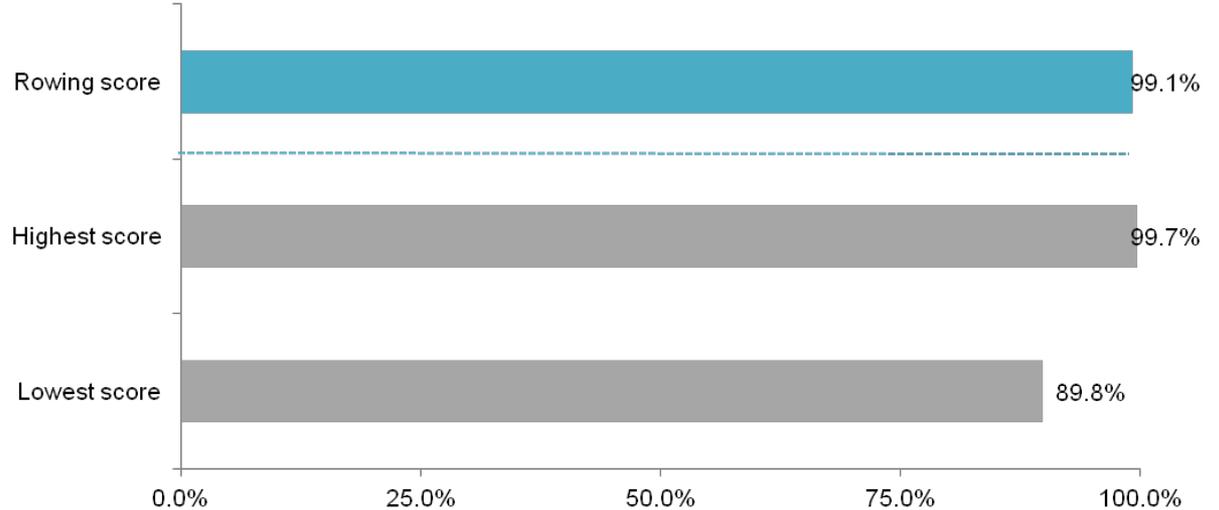
Discipline	Tickets available	Tickets sold	Percentage (in %)
Rowing	196,234	194,398	99.1

Rowing score — 99.1%

Highest score — 99.7%

Lowest score — 89.8%

0.0%   25.0%   50.0%   75.0%   100.0%

Criteria 3:

Popularity – TV

Criteria 3:

Popularity – TV

Methodology

- Indicators:
    - 3.1 Viewer hours
    - 3.2 Total maximum TV audience
    - 3.3   Average minute rating (AMR)

- Service provider:
    - Sponsorship Intelligence

Criteria 3:

Popularity – TV

Methodology (cont'd)

- General scope for all 3 indicators:
  - **70 territories:**
    - **Europe (36)**: Armenia, Austria, Belarus, Belgium (Flemish part), Belgium (French part), Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Lithuania, Macedonia, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom, Ukraine

    - **Asia (13)**: China, Chinese Taipei, Hong Kong, India, Indonesia, Israel, Japan, Kazakhstan, Malaysia, Philippines, Singapore, South Korea, Thailand

    - **Americas (14)**: Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Ecuador, Honduras, Mexico, Paraguay, Peru, Puerto Rico, United States, Venezuela

    - **Africa (2)**: Egypt, South Africa

    - **Oceania (2)**: Australia, New Zealand

    - **Pan Regional (3):**
      - Supersport, available in South Africa and all sub-Saharan African countries
      - Eurosport, available in Europe and overseas territories
      - DirecTV, available in Argentina, Chile, Colombia, Peru, Puerto Rico, Uruguay and Venezuela

Criteria 3:

Popularity – TV

Methodology (cont'd)

- Rowing's global television performance – key facts

  - Rowing coverage was aired in 47 of the 70 territories for which television audience data was broken down by sports.
  - From these territories there was a total of 552 hours of dedicated Rowing coverage.
  - 11.15% of all Rowing coverage from London 2012 was aired during primetime.
  - The total number of viewer hours for Rowing was 195,983 hours.
  - The territory to show the most Rowing coverage was Australia with 85 hours, whilst Canada showed the most FTA coverage with 26 hours.
  - The average minute of Rowing coverage (AMR 000's) was seen by 32.3 million viewers globally, with 34.47 million watching the average minute on FTA channels.
  - In the United States the AMR for Rowing coverage across all channels was 9.24 million viewers, the highest for any territory globally. China followed with the second highest AMR of 7.27 million viewers.

* *FTA = Free to air*

Criteria 3:

Popularity – TV

Indicator:
3.1 Viewer hours

- Specific methodology:
  - Viewer hours:

    In this indicator, each TV programme is re-based to one hour:

    - *Example 1*: A two-hour programme with a 4-million audience would get a Viewer hours figure of 8 million

    - *Example 2*: A half-hour programme with a 4-million audience would get a Viewer hours figure of 2 million

    The respective audiences for each sport (i.e. the hours viewed) are then added to produce a cumulated indicator: the Viewer hours

Criteria 3:

Popularity – TV

Indicator:
3.1 Viewer hours

Rowing's Viewer hours

Score	Value
Rowing score	195'983
Highest score	2'600'474
Lowest score	31'692
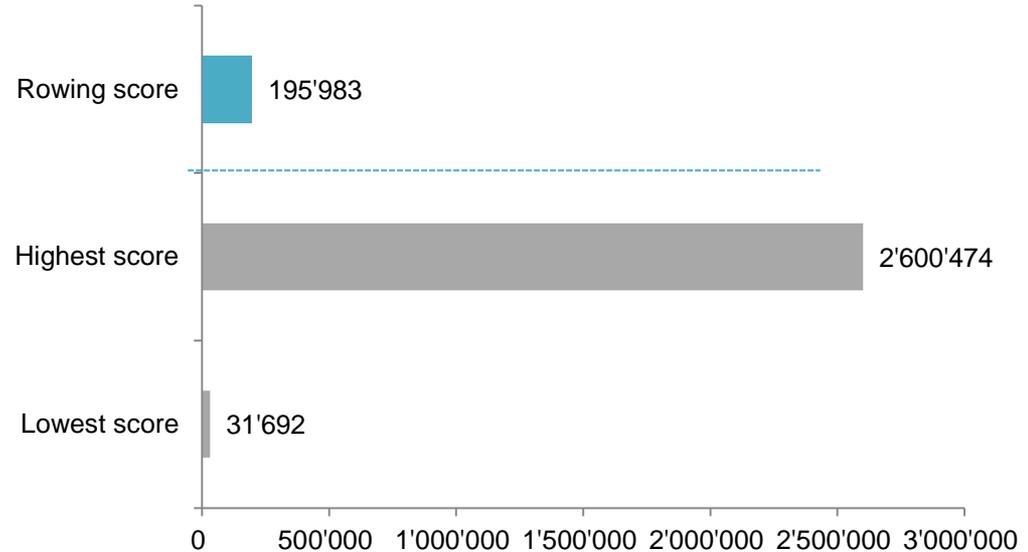
Criteria 3:

Popularity – TV

Indicator:
3.2 Total maximum TV audience

- Specific methodology :
  - Total maximum TV audience

    The highest audience generated by each sport at any given point in time in every territory are added to provide the total maximum audience per sport.

    - Example:
      - China: 20'000'000 (Event A)
      - United States: 15'000'000 (Event B)
      - Russia: 10'000'000 (Event A)
      - Switzerland: 5'000'000   (Event C)

    The total maximum audience would be 50'000'000.

Criteria 3:

Popularity – TV

Indicator:
3.2 Total maximum TV audience

Rowing's total maximum TV audience (in millions)

Score	Value
Rowing score	107
Highest score	202
Lowest score	33

Millions
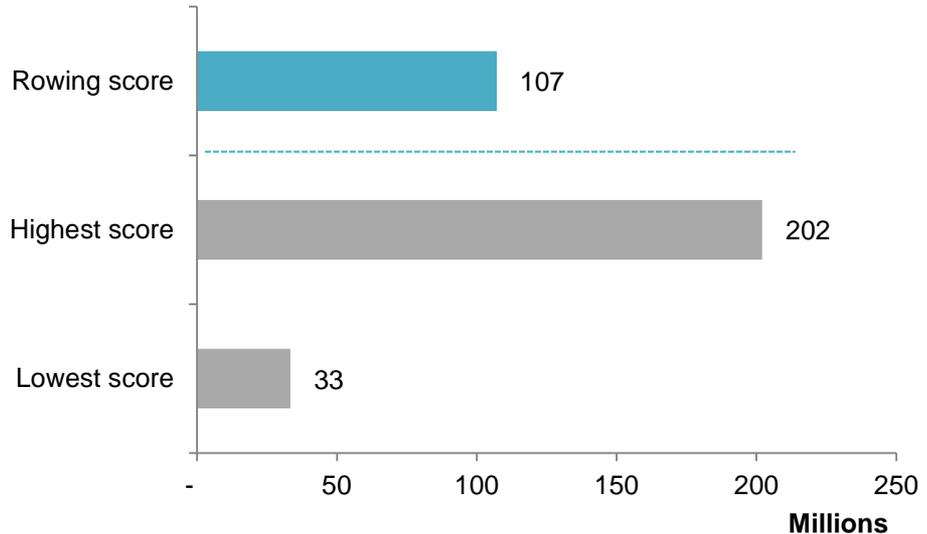
Criteria 3:

Popularity – TV

Indicator:
3.3 Average Minute Rating (AMR)

- Specific methodology:
  - Average Minute Rating (AMR):

    An AMR is defined as the average number of viewers across the combined duration of a group of programmes. It is calculated according to the duration of each programme.

    - Example, take the following two programmes totalling 5 hours:
    - *A one-hour programme (1/5) with an AMR of 10 million*
    - *A four-hour programme (4/5) with an AMR of 2 million*

    In that example a simple average would be 6 million. However, the majority of the coverage only achieved 2 million viewers. The weighted average gives a more realistic assessment of the situation. This means an AMR for that sport of 3.6 million [calculated as: (1/5 x 10 million) + (4/5 x 2 million)].

Criteria 3:

Popularity – TV

Indicator:
3.3 Average Minute Rating (AMR)

Rowing's AMR
(in millions)

	Millions
Rowing score	32
Highest score	49
Lowest score	13
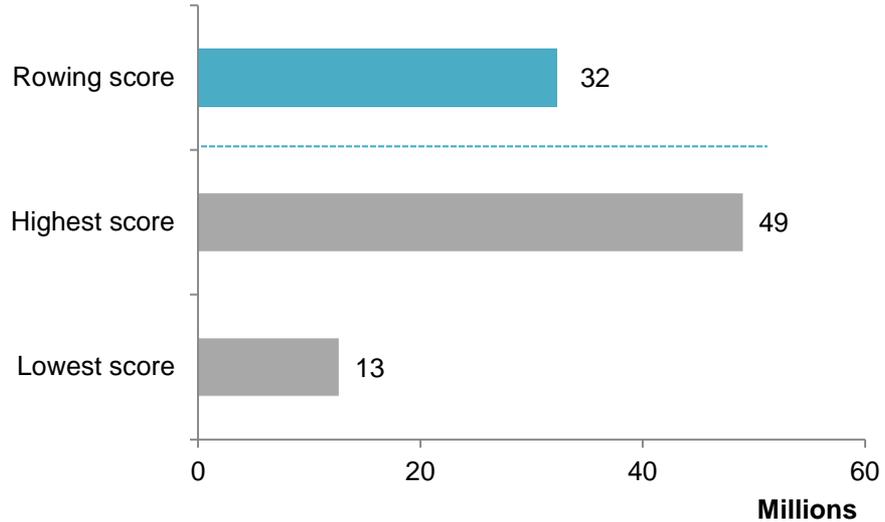
Criteria 3:

Popularity – TV

Indicator:
3.3 Average Minute Rating (AMR)

Coverage and AMR (000's) by region:

Region	Platform	Total Coverage (Hrs, Mins, Secs)	Total AMR (000's)
Americas	FTA	31:02:51	9,371.10
	Other	25:00:00	98.30
Americas Total		56:02:51	9,469.40
Asia	FTA	8:28:44	9,001.57
	Other	69:32:43	1,233.62
Asia Total		78:01:27	10,235.19
Europe	FTA	173:14:04	14,111.68
	Other	103:58:32	1,242.83
Europe Total		277:12:36	15,354.51
Africa	Other	42:41:26	16.86
Africa Total		42:41:26	16.86
Oceania	FTA	21:21:18	1,990.00
	Other	76:48:00	48.47
Oceania Total		98:09:18	2,038.47
		552:07:38	

Criteria 3:

Popularity – TV

Totals

Market	Platform	Coverage (Hrs, Mins, Secs)	AMR (000's)	Market share in each country (%)	Maximum Audience (000's)	Total Viewer Hours	Prime Time Coverage (Hrs, Mins, Secs)	Prime Time AMR (000's)
Pan-Africa	Other	42:41:26	16.86	0.94	81.68	719.66	0:00:00	-
Bolivia	FTA	1:30:00	6.04	0.00	10.34	9.06	0:00:00	-
Brazil	Other	9:35:00	15.63	0.52	109.36	149.83	0:00:00	-
Canada	FTA	26:27:00	122.16	0.00	877.40	3,231.24	0:00:00	-
Canada	Other	13:01:00	69.97	0.00	199.60	910.78	0:00:00	-
Pan-Latin America	Other	2:24:00	12.70	1.19	12.70	30.47	0:00:00	-
United States	FTA	3:05:51	9242.89	0.00	25,488.90	28,629.86	0:06:53	23,618.69
China	FTA	6:00:30	7274.94	3.64	43,147.50	43,710.29	2:15:43	15,934.20
Chinese Taipei	Other	3:00:00	118.29	0.00	236.50	354.86	3:00:00	118.29
Hong Kong	Other	6:15:00	24.64	0.00	77.00	154.00	3:30:00	34.86
India	FTA	0:27:00	643.94	0.00	984.50	289.77	0:00:00	-
India	Other	6:01:00	601.90	0.00	2,159.02	3,621.43	0:00:00	-
Japan	Other	0:28:00	462.10	2.80	462.10	215.65	0:00:00	-
Malaysia	Other	52:50:00	2.71	0.13	10.00	143.37	1:53:00	2.00
Philippines	Other	0:58:43	23.98	1.30	23.98	23.47	0:00:00	-
Thailand	FTA	2:01:14	1082.68	10.10	2,797.00	2,187.62	1:03:48	1,159.00
Austria	FTA	2:36:56	122.00	22.14	172.00	319.10	0:00:00	-
Belgium (Flemish)	FTA	0:08:15	119.45	0.00	119.45	16.42	0:00:00	-
Belgium (French)	FTA	1:34:09	94.57	16.11	201.80	148.40	0:00:00	-
Bulgaria	FTA	3:56:00	173.57	16.38	239.00	682.70	0:22:00	186.00
Croatia	FTA	8:04:53	158.93	18.92	212.17	1,284.35	0:23:18	65.22
Cyprus	FTA	1:46:43	15.10	15.37	26.56	26.86	0:00:00	-
Czech Republic	FTA	3:12:55	262.01	23.53	628.00	842.44	0:00:00	-
Denmark	FTA	12:17:28	157.50	21.76	491.00	1,935.87	1:03:09	20.70
Estonia	FTA	9:46:36	16.36	12.78	24.00	159.93	0:00:00	-
Finland	FTA	3:30:30	172.76	43.30	224.00	606.08	0:00:00	-
France	FTA	1:44:20	3124.26	25.70	4,314.00	5,432.75	0:01:10	3,726.20

Criteria 3:

Popularity – TV

Totals (cont'd)

Market	Platform	Coverage (Hrs, Mins, Secs)	AMR (000's)	Market share in each country (%)	Maximum Audience (000's)	Total Viewer Hours	Prime Time Coverage (Hrs, Mins, Secs)	AMR (000's)
Germany	FTA	4:09:12	2524.68	28.91	3,600.00	10,485.85	0:00:00	-
Greece	FTA	19:32:37	170.54	11.58	327.48	3,332.89	0:00:00	-
Hungary	FTA	4:24:37	246.30	12.32	484.65	1,086.23	0:00:00	-
Iceland	FTA	4:06:10	8.91	81.89	14.00	36.57	0:00:00	-
Italy	Other	47:59:51	19.78	0.23	106.52	949.32	2:22:28	5.64
Latvia	FTA	4:11:00	30.08	11.06	58.00	125.82	0:00:00	-
Lithuania	FTA	24:37:47	20.22	5.87	62.40	498.04	0:00:00	-
Netherlands	FTA	3:53:00	862.62	53.98	1,923.00	3,349.85	0:08:00	1,673.50
Norway	FTA	2:28:54	146.65	40.80	346.00	363.94	0:00:00	-
Pan-Europe	Other	8:33:12	1013.40	1.53	1,459.00	8,667.94	0:00:00	-
Poland	FTA	4:15:00	1005.56	19.36	1,609.07	4,273.65	0:00:00	-
Poland	Other	0:57:00	84.51	1.31	155.68	80.29	0:07:00	54.77
Portugal	FTA	4:37:29	131.92	8.69	225.70	610.09	0:25:47	225.70
Russia	Other	17:30:00	10.20	0.00	10.20	178.50	2:45:00	10.20
Serbia	FTA	11:44:25	149.16	12.84	389.00	1,751.14	0:00:00	-
Slovakia	FTA	2:00:17	38.13	9.50	71.00	76.44	0:00:00	-
Slovenia	FTA	5:22:00	74.89	33.48	127.13	401.88	0:00:00	-
Spain	FTA	0:31:09	918.20	8.41	974.37	476.70	0:00:00	-
Sweden	FTA	2:19:00	139.96	17.02	575.00	324.25	0:00:00	-
Switzerland	FTA	14:33:43	46.67	20.71	226.50	679.67	0:22:22	101.41
UK	FTA	11:48:59	3180.67	0.00	8,308.00	37,584.06	0:21:38	5,658.91
UK	Other	28:58:29	114.94	1.34	187.00	3,330.44	0:00:00	-
Australia	FTA	8:17:18	1724.77	38.76	3,387.43	14,295.51	4:29:07	2,609.61
Australia	Other	76:48:00	48.47	0.00	186.90	3,722.35	29:47:00	98.75
New Zealand	FTA	13:04:00	265.22	24.34	521.50	3,465.58	7:08:00	301.85
		552:07:38				195,983.22	61:35:23	

Criteria 4:

Popularity – Internet

Criteria 4:

Popularity – Internet

Methodology

- Indicators:
    - 4.1 Page views on most popular websites
    - 4.2 Page views on london2012.com
    - 4.3 Video views on youtube.com/olympics
    - 4.4 Page views on olympic.org

- Service providers:
    - Sponsorship intelligence (indicator 4.1)
    - Digital Brand Services (indicator 4.2)
    - Business & Decision (indicators 4.3 and 4.4)

Criteria 4:

Popularity – Internet

Indicator:
4.1 Page views on most popular websites

- Scope:
  - Page views on most popular websites:

    15 territories:

    - **Europe (6)**: United Kingdom, France, Germany, Italy, Spain, Russia

    - **Asia (5)**: China, India, Indonesia, Japan, South Korea

    - **Americas (3)**: Brazil, Canada, USA

    - **Africa (0)**: - *

    - **Oceania (1)**: Australia

    *Information not available

Criteria 4:

Popularity – Internet

Indicator:
4.1 Page views on most popular websites

- Methodology:
  - Page views on most popular websites:

    The top ten websites per country that generate the highest traffic related to an Olympic content have been identified:

    - **Australia**: ninemsn Sports, Yahoo! Sports, ESPN, LONDON2012.COM, FOXSports.com on MSN, BBC Sport, USA Today Sports Media Group, Guardian Sport, BLEACHERREPORT.COM, FOXSPORTS.COM.AU

    - **Brazil:** Globo Esportes, UOL Esporte, Terra Sports, MSN Sports International, Yahoo! Sports, Estadao - Esportes Sites, LANCENET.COM.BR, Jornal Extra – Esportes, R7 Esportes, iG Esporte

    - **Canada**: Yahoo! Sports, CTVOLYMPICS.CA, FOXSports.com on MSN, TSN/RDS, LONDON2012.COM, ESPN, USA Today Sports Media Group, MSN Sports International, NBC Sports, Globe And Mail - Sports

Criteria 4:

Popularity – Internet

Indicator:
4.1 Page views on most popular websites

- Methodology:
  - Page views on most popular websites (cont'd):

    - **China**: QQ.COM Sports, SINA Sports, SOHU.COM Sports, 163.COM Sports, Yahoo! Sports, 500WAN.COM, ZHIBO8.CC, Xinhuanet Sports, TITAN24.COM, HUPU.COM

    - **France**: L'Equipe, Yahoo! Sports, Eurosport, Orange Sport, LONDON2012.COM, SPORT24.COM, SPORTS.FR, MSN Sports International, RMC.FR Sports, Le Figaro Sports

    - **Germany**: Sport1 online, Yahoo! Sports, SPIEGEL.DE Sport, SPORTSCHAU.DE, Sportal, Focus Online – Sport, MSN Sports International, LONDON2012.COM, FOXSports.com on MSN, ZDFSPORT.DE

    - **India:** ESPN, Yahoo! Sports, LONDON2012.COM, Sify Sports, MSN Sports International, NDTV Sports, FOXSports.com on MSN, BLEACHERREPORT.COM, BBC Sport, Guardian Sport

Criteria 4:

Popularity – Internet

Indicator:
4.1 Page views on most popular websites

- Methodology:
  - Page views on most popular websites (cont'd):
    - **Indonesia**: Yahoo! Sports, Detik Sport, Perform Sports, LIVESCORE.COM, VIVAbola, SPORTKU.COM, LONDON2012.COM, BOLANEWS.COM, FOXSports.com on MSN, MSN Sports International

    - **Italy:** Yahoo! Sports, GAZZETTA.IT, Mediaset – Sport, Gruppo SportNetwork, DIRETTA.IT, Libero.it Sports, TUTTOSPORT.COM, Repubblica.it Sport, Virgilio Sport, SPORTLIVE.IT

    - **Japan:** Yahoo! Sports, SPONICHI.CO.JP, NIKKANSPORTS.COM, SANSPO.COM, DAILY.CO.JP, JOC.OR.JP, iza News-Sports, SPORTSNAVI.COM, JSPORTS.CO.JP, GORIN.JP

    - **Korea:** JoinsMSN Sports, Naver.com News – Sports, Daum.net Sports, SPORTSSEOUL.COM, Yahoo! Sports, SPORTALKOREA.COM, Nate.com News – Sports, Goal Sites, LONDON2012.COM, ESPN

Criteria 4:

Popularity – Internet

Indicator:
4.1 Page views on most popular websites

- Methodology:
    - Page views on most popular websites (cont'd):

        - **Russia**: SPORTBOX.RU, CHAMPIONAT.COM, RBC Sport, SPORT-EXPRESS.RU, SOVSPORT.RU, RSPORT.RU, Gazeta Sport, Eurosport, Rambler Sport, SPORT.RU

        - **Spain**: Marca Sites, AS.com Sites, Yahoo! Sports, Sport.es Sites, MUNDODEPORTIVO.COM Sites, ESPN, BBC Sport, LONDON2012.COM, Perform Sports, ESTADIODEPORTIVO.COM

        - **UK**: BBC Sport, Yahoo! Sports, LONDON2012.COM, Sky Sports, Guardian Sport, Mail Online – Sport, Sporting News On AOL, Telegraph Sport, MSN Sports International, ESPN

        - **USA:** Yahoo! Sports, FOXSports.com on MSN, ESPN, NBC Sports, USA Today Sports Media Group, CBS Sports, BLEACHERREPORT.COM, Sporting News On AOL, Turner Sports Digital, Sports Illustrated Sites

Criteria 4:

Popularity – Internet

Indicator:
4.1 Page views on most popular websites

Rowing's page views on most popular website (in millions)

Rowing score	284
Highest score	4'545
Lowest score	17

Millions
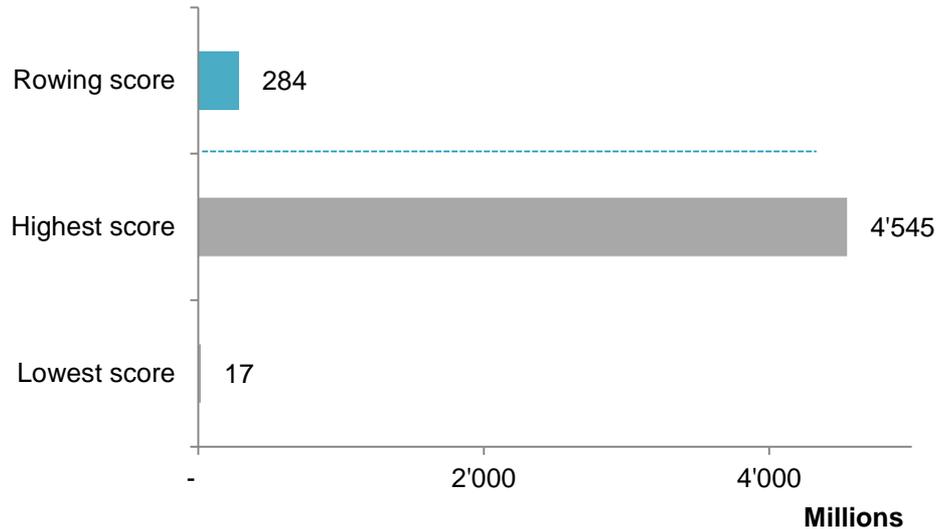
Criteria 4:

Popularity – Internet

Indicator:
4.2 Page views on london2012.com

- Scope:
  - Page views on london2012.com:

    The analysis was conducted worldwide.

Criteria 4:

Popularity – Internet

Indicator:
4.2 Page views on london2012.com

Rowing's page views on london2012.com (in million)

('Games Time' from 27/07/12 to 12/08/12)

Rowing score	20
Highest score	190
Lowest score	8

Millions
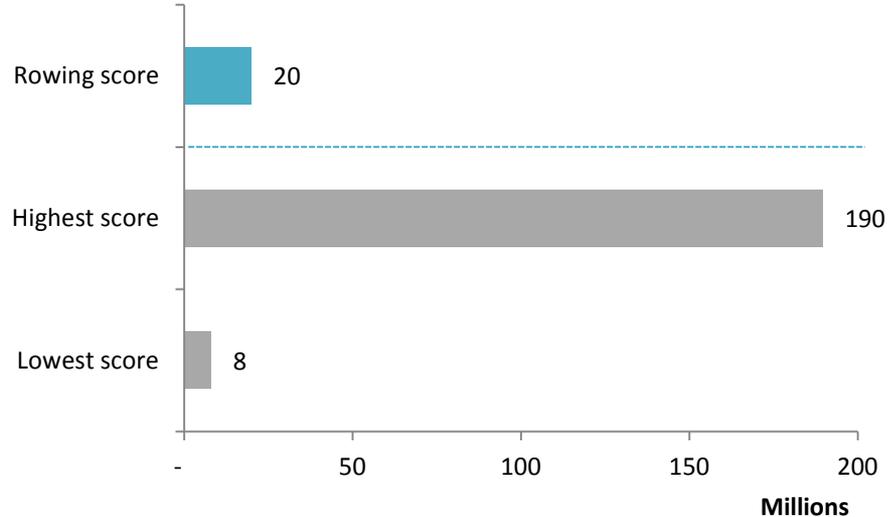
Criteria 4:

Popularity – Internet

Indicator:
4.3 Video views on youtube.com/olympics

- Scope:
  - Page views on youtube.com/olympics:

    The London 2012 Olympic Games were broadcasted live and on-demand on Youtube in 64 territories (unsold territories in Asia / Sub-Saharan Africa for Internet and Mobile platforms). Video views were measured in these territories using Youtube analytics.

Criteria 4:

Popularity – Internet

Indicator:
4.3 Video views on youtube.com/olympics

'Games Time' Rowing's page views on youtube.com/olympics

(from 27/07/12 to 12/08/12)

Rowing score	163'432
Highest score	8'988'919
Lowest score	24'156
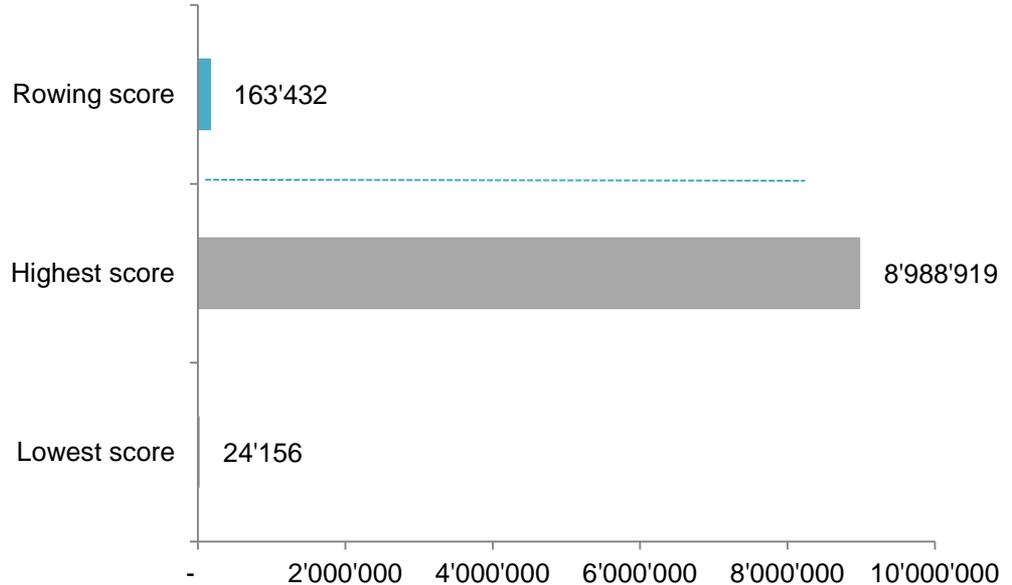
Criteria 4:

Popularity – Internet

Indicator:
4.4 Page views on olympic.org

- Scope:
  - Page views on olympic.org:

    The analysis was conducted worldwide.

Criteria 4:

Popularity – Internet

Indicator:
4.4 Page views on olympic.org

'Year 2012' Rowing's page views on olympic.org:
(from 01/01/12 to 25/10/12)

Rowing score	190'132
Highest score	1'614'503
Lowest score	80'115

-       1'000'000   2'000'000
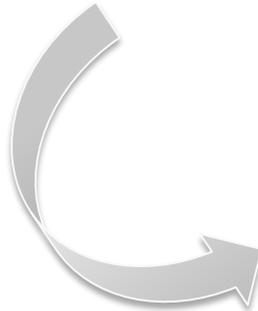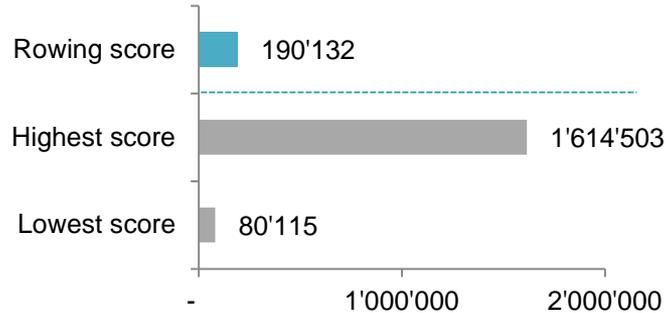
'Games Time' Rowing's page views on olympic.org:
(from 27/07/12 to 12/08/12)

Rowing score	81'468
Highest score	892'230
Lowest score	12'422

-       400'000   800'000
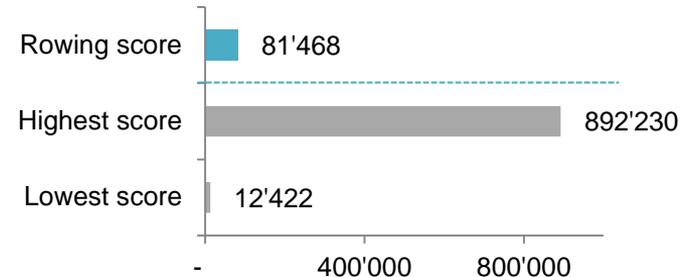
Criteria 5:

Popularity – Press

Criteria 5:

Popularity – Press

Methodology

- Indicator:
  - 5.1   Number of press articles

- Service provider:
  - – TNS

Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles

- Specific methodology and scope:
  - Number of press articles:

    This indicator looks at the total number of press articles published on each sport. The analysis was conducted in the following 49 territories:

    - **Europe (21)**: Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Ukraine and the UK
    - **Asia (14)**: China, Chinese Taipei, Hong Kong, India, Indonesia, Japan, Malaysia, Pakistan, the Philippines, Singapore, South Korea, Thailand, Turkey and Vietnam
    - **Americas (7)**: Argentina, Brazil, Canada, Chile, Guatemala, Mexico and USA
    - **Africa (5)**: Egypt, Kenya, Morocco, Nigeria and South Africa
    - **Oceania (2)**: Australia and New Zealand

    Five leading print publications per country have been identified (five daily newspapers, one being a sport publication if available.)

Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles

List of publications: Europe

Country	Publications			
Austria	Die Presse	Kleine Zeitung	Kronen Zeitung	Kurier	Österreich
Belgium	De Standaard	Het Laatste Nieuws	Het Nieuwsblad	La Dernière Heure / Les Sports	Le Soir
Croatia	24 Sata	Jutarnji List	Slobodna Dalmacija	Sportske Novosti	Vecernji List
Czech Republic	Blesk	Lidové Noviny	Mlada fronta DNES	Pravo	Sport
Denmark	Berlingske Tidende	Ekstra Bladet	Børsen	Morgenavisen Jyllands-Posten	Politiken
Finland	Aamulehti	Helsingin Sanomat	Ilta Sanomat	Iltalehti	Turun Sanomat
France	Aujourd'hui en France	L'Équipe	Le Figaro	Le Monde	Libération
Germany	Bild / Bild am Sonntag	Die Welt / Welt am Sonntag	Frankfurter Allgemeine Zeitung / Frankfurter Allgemeine Sonntagszeitung	Süddeutsche Zeitung	Westdeutsche Allgemeine Zeitung
Greece	Eleftheros Typos	Ethnos	Kathimerini	Sport Day	Ta Nea
Hungary	Bliik / Vasárnapi Blikk	Magyar Nemzet / Képeslap	Nemzeti Sport	Népszabadság	Vas Népe
Italy	Corriere della Sera	Il Sore 24 Ore	La Gazzetta dello Sport	La Repubblica	La Stampa
Netherlands	Algemeen Dagblad	Dagblad de Limburger	De Telegraaf	De Volkskrant	NRC Handelsblad
Norway	Aftenposten Morgen	Bergens Tidende	Dagbladet	Dagens Næringsliv	Verdens Gang
Poland	Fakt Gazeta Codzienna	Gazeta Wyborcza	Przeglad Sportowy	Rzeczpospolita	Super Express

Criteria 5:

Popularity – Press

Indicator: Number of press articles

List of publications: Europe (cont'd)

Country	Publications				
Portugal	Correio da Manhã	Diário de Notícias	Jornal de Notícias	Público	Record
Romania	Adevarul	Cancan	Click!	Gazeta Sporturilor	Libertatea
Russia	Komsomolskaya Pravda	Moskovsky Komsomolets	Rossijskaya Gazeta	Sovetsky Sport	Vechernyaya Moskva
Spain	ABC	El Mundo	El País	La Vanguardia	Marca
Sweden	Aftonbladet	Dagens Nyheter	Expressen	Goteborgs Posten	Svenska Dagbladet
Ukraine	DEN	Ekspress	Gazeta po Ukrainski	Komanda	Komsomolskaya Pravda v Ukraine
United Kingdom	Daily Mail / The Mail on Sunday	The Daily Telegraph / The Sunday Telegraph	The Guardian / The Observer	The Sun / The Sun Sunday	The Times / The Sunday Times

Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles

List of publications: Asia

Country	Publications				
China	Guangzhou Daily	Information Times	People's Daily	Qilu Evening News	Yangtze Evening Post
Chinese Taipei	Apple Daily	China Times	Economic Daily News	The Liberty Times	United Daily News
Hong Kong	Apple Daily	Oriental Daily News	Sing Tao Daily	South China Morning Post	The Sun
India	Amar Ujala	Dainik Bhaskar	Dainik Jagran	The Hindu	The Times of India
Indonesia	Jawa Pos	Kompas	Media Indonesia	Pos Kota	Rakyat Merdeka
Japan	Mainichi Shimbun	Nihon Keizai Shimbun	The Asahi Shimbun	Tokyo Sports	Yomiuri Shimbun
Malaysia	China Press	Harian Metro	Sin Chew Daily	The Star (Malay)	Utusan Malaysia
Pakistan	Daily Express	Dawn	Jang	Nawa-I-Waqt	The News
Philippines	Abante	Abante Tonite	Bulgar	Filipino Star Ngayon	Remate
Singapore	Lianhe Wanbao	Lianhe Zaobao	Shin Min Daily News	Straits Times	The New Paper
South Korea	The Chosun Ilbo	The Dong-a Ilbo	The Hankyoreh	The JoongAng Ilbo	The Sports Chosun
Thailand	Daily News	Khao Sod	Kom Chad Luek	Matichon Daily	Thai Rath
Turkey	Fanatik	Feza Zaman	Hurriyet	Posta	Sabah
Vietnam	Cong An Thanh Pho Ho Chi	Nguoi Lao Dong	Thanh Nien	Thao Ngay Nay	Tuoi Tre

Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles

List of publications: Americas

Country	Publications				
Argentina	Clarín	Diario Popular	La Nación	Olé	Página/12
Brazil	Folha de S. Paulo	Extra	Lance!	O Estado de S. Paulo	O Globo
Canada	The Globe and Mail	La Presse	National Post	Toronto Star	The Vancouver Sun
Chile	El Mercurio	La Segunda	La Nación	La Tercera	Las Últimas Noticias
Guatemala	Diario de Centro América	La Hora	Nuestro Diario	Prensa Libre	Siglo 21
Mexico	El Gráfico	El Universal	Esto	La Prensa	Reforma
United States	Los Angeles Times	The New York Times	USA Today	The Wall Street Journal	The Washington Post

Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles

List of publications: Africa

Country	Publications				
Egypt	Al Ahram	Al-Akhbar	Al-Gomhuria	Al-Masry Al-Youm	Al-Shorouk
Kenya	Business Daily	The Star	Daily Nation	The People	The Standard
Morocco	Al-Massae	Assabah	L'Économiste	L'Opinion	Le Matin du Sahara et du Maghreb
Nigeria	New Nigerian	The Guardian	The Punch	The Daily Sun	This Day
South Africa	Daily Sun	Sowetan	The Citizen	The Star	The Times / Sunday Times

Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles

List of publications: Oceania

Country	Publications				
Australia	The Courier Mail / The Sunday Mail	The Daily Telegraph / The Sunday Telegraph	Herald Sun / Sunday Herald Sun	The Age / The Sunday Age	The Sydney Morning Herald / Sun Herald
New Zealand	The Dominion Post	The New Zealand Herald	Otago Daily Times	The Press	Waikato Times

Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles

Rowing's number of press articles

Rowing score	1'647
Highest score	8'648
Lowest score	215

- 2'000 4'000 6'000 8'000 10'000
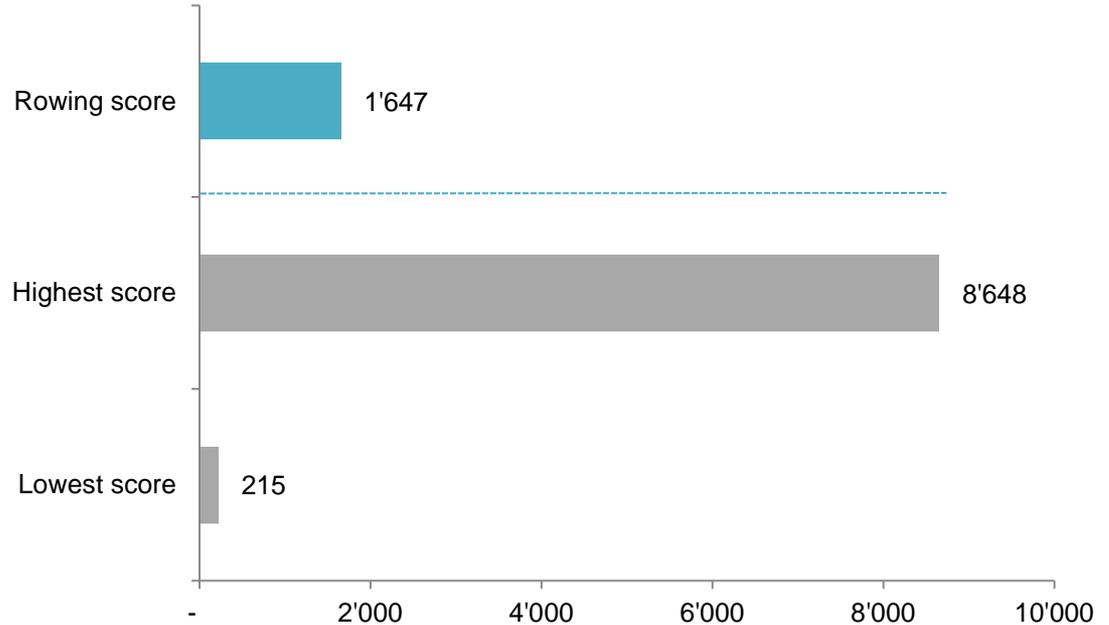
Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles (per continent)

Rowing's number of press articles (per continent)

Rowing – Share of Regions by Volume

Oceania 15.5%

Africa 4.7%

Americas 10.6%

Asia 10.1%

Europe 59.1%

Europe 974

Asia 166

Americas 175

Africa 77

Oceania 255
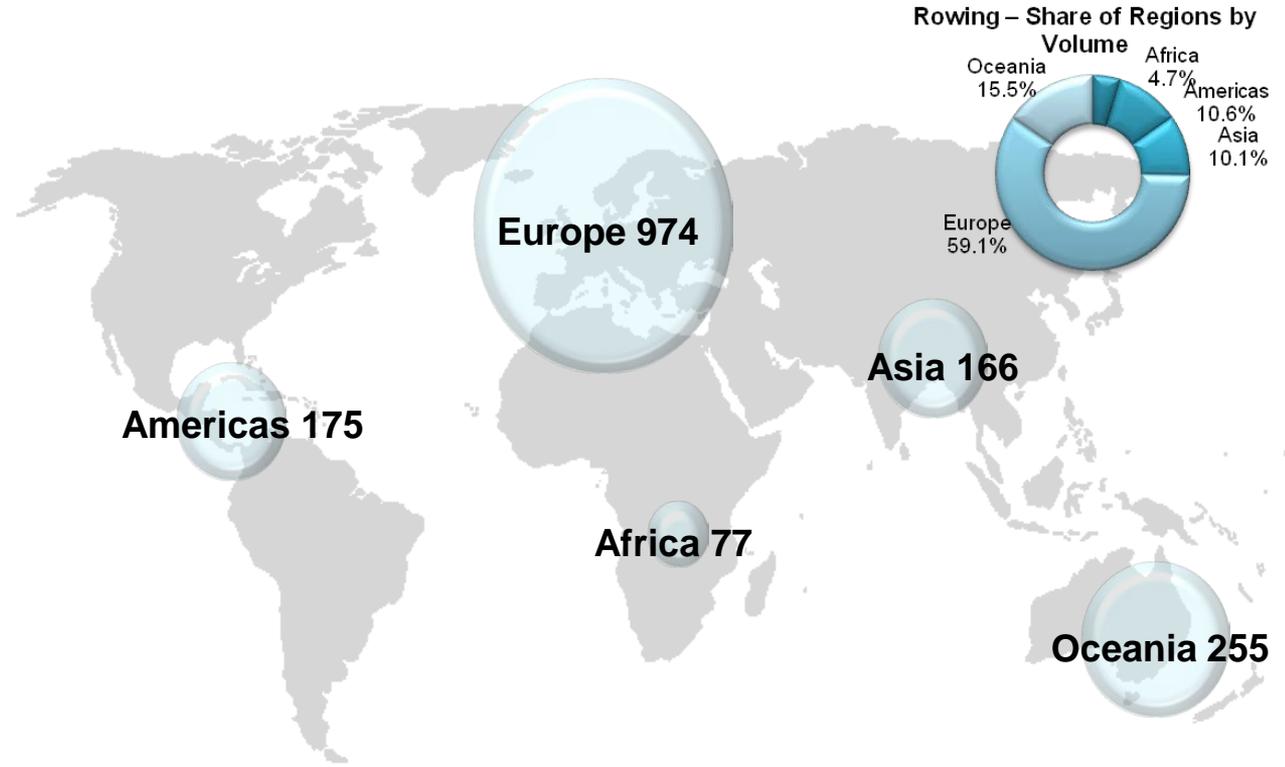
Criteria 5:

Popularity – Press

Indicator:
5.1 Number of press articles (per country)

Rowing's number of press articles (per country)

Country	Volume
United Kingdom	285
New Zealand	187
Croatia	111
Greece	74
Australia	68
Germany	68
Canada	66
Poland	55
South Africa	54
United States	51
France	49
Netherlands	47
Denmark	42
Czech Republic	37
Belgium	33
India	33
Portugal	29
Hungary	28
Thailand	26
Argentina	25
Pakistan	25
Japan	21
Romania	21
Italy	19

Country	Volume
Mexico	18
Austria	17
China	16
Norway	15
Sweden	14
Finland	11
Egypt	9
Malaysia	9
Brazil	8
Hong Kong	8
Spain	8
Vietnam	8
Nigeria	7
Russia	7
Chile	6
Kenya	6
South Korea	6
Turkey	5
Chinese Taipei	4
Ukraine	4
Indonesia	2
Singapore	2
Guatemala	1
Morocco	1
Philippines	1

Methodology

	Pre	During	Post
Survey type	Online quantitative survey via email		
The respondent	Purchaser of London 2012 Olympic Games tickets		
Interview length (minutes)	18	15	22
Fieldwork period	14 – 23 April	25 July – 16 August	21 August – 4 September
Number of completed Rowing attendee interviews	991	3,655	1,783
Mail out process	Emailed over 2 days	Emailed daily (x3) during the Olympic Games	Emailed over 2 days

Service provider: Nielsen

Rowing Specific Key Performance Scores

	Rowing			All Sports / Ceremonies		
	Pre	**During**	**Post**	**Pre**	**During**	**Post**
Excitement – Pre-wave expectations	%	%	%	%	%	%
• Extremely excited (8-10 out of 10)	69	-	-	69	-	-
• Not at all excited (1-3 out of 10)	5	-	-	5	-	-
• Mean score out of 10	8.0	-	-	8.0	-	-
Enjoyment – During/Post-wave experience						
• Enjoyed very much (8-10 out of 10)	-	93	96	-	88	88
• Not enjoyed at all (1-3 out of 10)	-	1	0	-	1	1
• Mean score out of 10	-	9.3	9.5	-	9.0	9.1
Base size:	*991*	*3,655*	*1,783*	*23,870*	*95,924*	*47,770*

Sport specific scores based on all spectators who attended the sport / ceremony for which they purchased a ticket

Spectator Profile – Post-wave data

Ticket Purchaser

	Rowing	All Sports / Ceremonies
GENDER	%	%
• Male	56	61
• Female	44	39
AGE		
• 16-34 years old	24	32
• 35-54 years old	53	53
• 55+ years old	23	15
• Average age	45 years old	42 years old
REGION		
• Living in London	22	36
• Living in the rest of UK	78	64
ETHNICITY		
• White	93	87
• Black and minority ethnic	4	11
DISABILITY		
• Disabled / Long-term health condition	9	8
• Not disabled	91	91
HOUSEHOLD INCOME		
• Less than £22k per annum	5	7
• £22k – £37k per annum	11	15
• More than £37k per annum	68	62
JOIN IN APP		
• Downloaded	36	38
• Not downloaded	62	60
Base size:	*1,783*	*47,770*

Spectator Group / Party

	Rowing	All Sports / Ceremonies
WHO IS IN THE GROUP?	%	%
• Going on their own	4	9
• Going with family	85	76
• Going with friends	20	21
CHILDREN IN GROUP?		
• Group with adults only	77	74
• Group with children under 16	23	26
Group with children under 5	*8*	*4*
Group with children 5-16	*18*	*23*
• Average size of group	3.0 People	2.8 People
DISABILITY		
• At least one disabled person in group	15	14
• No disabled people in group	84	85
AVERAGE AGE OF SPECTATORS	39 years old	36 years old
Base size:	*1,783*	*47,770*
GAMES MOBILITY SERVICE (During data)		
• Used	5	3
• Not used	94	97
Base size:	*3,655*	*95,924*

■ **At least 4% higher than 'All Sports / Ceremonies'**

■ **At least 4% lower than 'All Sports / Ceremonies'**

Based on all spectators who attended the sport / ceremony for which they purchased a ticket

Been to a live Rowing event before? – Post-wave data

Q27. Have you ever been to a live Rowing event before?

■ Been before   ■ Not been before

Been before	%
Olympic Games	2
Major national / international	26
London Prepares Series	1
Other	30

Been before	%
Olympic Games	3
Major national / international	25
London Prepares Series	2
Other	27

Rowing: 52% / 48%

All Sports: 57% / 43%

Rowing   **All Sports**

Based on all spectators who attended the sport for which they purchased a ticket: n= 46,604
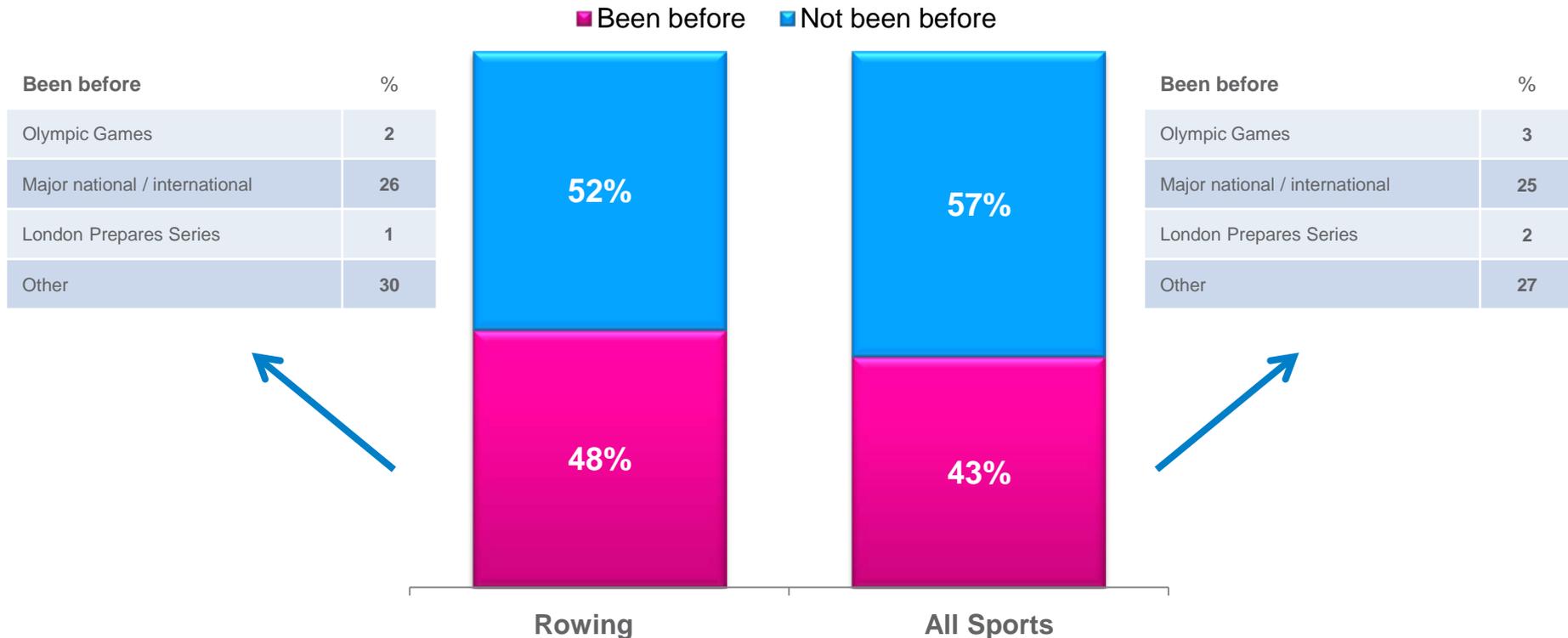
Been to other major live events before? – Post-wave data

Been before   **Not been before**

	Rowing Ticket Purchasers	All Sport / Ceremony Ticket Purchasers
Not been before	11%	12%
Been before	89%	88%

Based on all spectators who attended the sport / ceremony for which they purchased a ticket
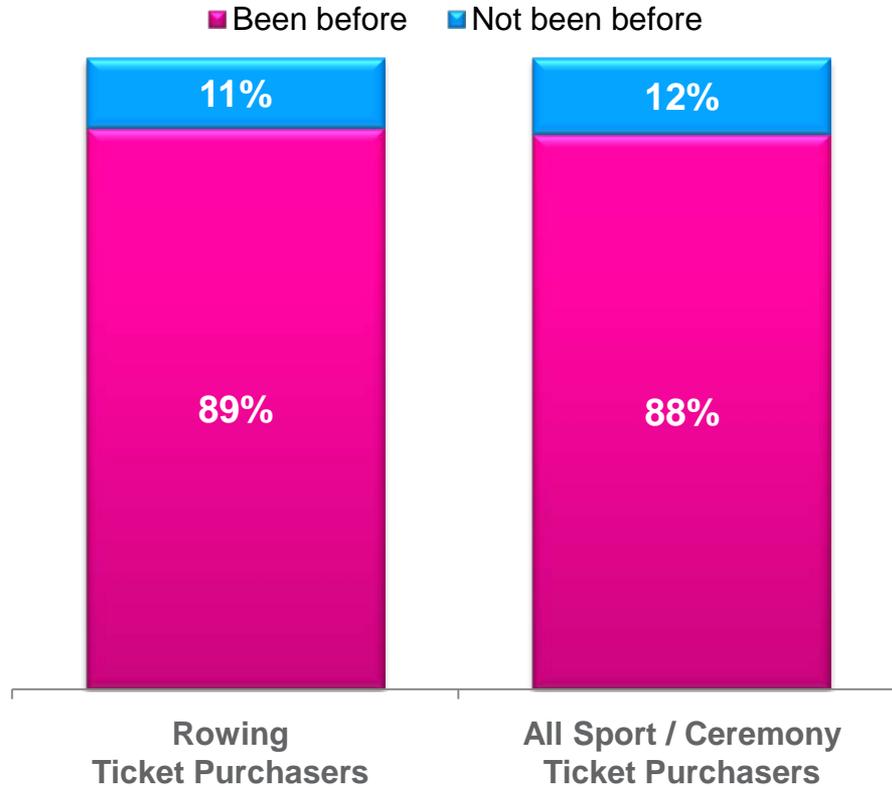
Rowing expectations / experience rankings – Pre/During/Post-waves data

Q11. Overall, how excited are you about attending the London 2012 Olympic Games? *Scale 1-10. Mean shown*
Q39. Still thinking about Rowing, overall how much did you enjoy your attendance? *Scale 1-10. Mean shown*

	Pre		**During**		**Post**
Mean	8.0	➡	9.3	➡	9.5

	Pre	During	Post
Excitement – Pre-wave expectations	%	%	%
• Extremely excited (8-10 out of 10)	69	-	-
• Average excitement (4-7 out of 10)	25	-	-
• Not at all excited (1-3 out of 10)	5	-	-
Enjoyment – During/Post-wave experience			
• Enjoyed very much (8-10 out of 10)	-	93	96
• Average enjoyment (4-7 out of 10)	-	6	4
• Not enjoyed at all (1-3 out of 10)	-	1	0
Base size:	*991*	*3,655*	*1,783*

Based on all spectators who attended the sport / ceremony for which they purchased a ticket

Expectations of Rowing – Pre-wave data

Q25. Regarding Rowing at Eton Dorney that you plan to attend at the London 2012 Olympic Games, how good do you realistically expect each of the following aspects to be? *Scale 1-10. Extremely good = 8-10; Average = 4-7; Extremely poor = 1-3*

Aspect	Average score out of 10
Quality of sport / performance	8.9
Atmosphere	8.7
How entertaining it is to watch	8.3
Ease of following competition / ceremony	7.9
Overall organisation of event	7.9
Look and feel of venues	7.8
Helpfulness of venue staff / volunteers	7.8
Signage to / within venues	7.3
Accessibility for those with access issues	7.2
Official Olympic merchandise available	6.5
Mobile phone / Wi-Fi coverage	6.4
Sponsor exhibits / activities	5.9
Entertainment, beyond sport at event	5.6
Variety / quality of drinks available at event	5.5
Facilities and entertainment for children	5.3
Availability of free water	5.3
Variety / quality of food available at event	5.2
Time taken to get through security	4.8
Queuing time for things once inside the venue	4.6
Value for money of food and drink at event	3.9

Mean excludes "Don't know / Not relevant"

Based on all spectators who attended the sport / ceremony for which they purchased a ticket

Aspect ratings of Rowing – During-wave data

Q25/Q26. Using a scale of 1 to 10 where 1 means "Extremely poor" and 10 means "Extremely good", please rate the following aspects of your attendance at Rowing at Eton Dorney. *Scale 1-10. Extremely good = 8-10; Average = 4-7; Extremely poor = 1-3*

■ **Extremely good** ■ **Average** ■ **Extremely poor** ■ **Don't know / Not relevant**

Average score out of 10

Aspect	Extremely good	Average	Extremely poor	Don't know / Not relevant	Average score out of 10
Helpfulness of venue staff / volunteers	94	5		1	9.5
Quality of sport / performance	94	6		1	9.4
Overall experience of security	94	5		1	9.4
Atmosphere	93	6			9.4
Time taken to get through security	92	7		1	9.3
Overall organisation of event	92	7		1	9.3
Look and feel of the venue	90	10			9.1
How entertaining it was to watch	87	12		1	9.0
Signage to / within venues	87	10	1	1	9.0
Ease of following the competition / ceremony	87	11	1	1	9.0
Litter / unclean surroundings	83	10	2	5	8.9
View from seat / vantage point	81	16	3	1	8.7
Ease of using Information Points	43	13	2	42	8.3
Cleanliness of toilets	71	20	2	7	8.3
Accessibility for those with access issues	16	4	2	79	8.2
Facilities within spectator areas	63	29	6	1	7.8
Mobile phone / Wi-Fi coverage	41	16	7	36	7.6
Official Olympic merchandise available	27	26	9	38	6.7
Availability of free water	44	24	19	12	6.6
Entertainment, beyond the sport	28	36	10	27	6.5
Facilities and entertainment for children	12	13	6	69	6.3
Variety / quality of drink	28	40	19	14	5.9
Sponsor exhibits / activities	11	17	8	64	5.9
Variety / quality of food	24	38	20	18	5.7
Queuing time for things once inside the venue	31	36	31	2	5.4
Value for money of food and drink	15	45	27	14	5.0

Mean excludes "Don't know / Not relevant"

Based on all spectators who attended the sport / ceremony for which they purchased a ticket

Aspect ratings of Rowing – Post-wave data

Q34/Q37. Using a scale of 1 to 10 where 1 means "Extremely poor" and 10 means "Extremely good", please rate the following aspects of your attendance at Rowing at Eton Dorney. *Scale 1-10. Extremely good = 8-10; Average = 4-7; Extremely poor = 1-3*

■ **Extremely good** □ **Average** ■ **Extremely poor** ▨ **Don't know / Not relevant**

Average score out of 10

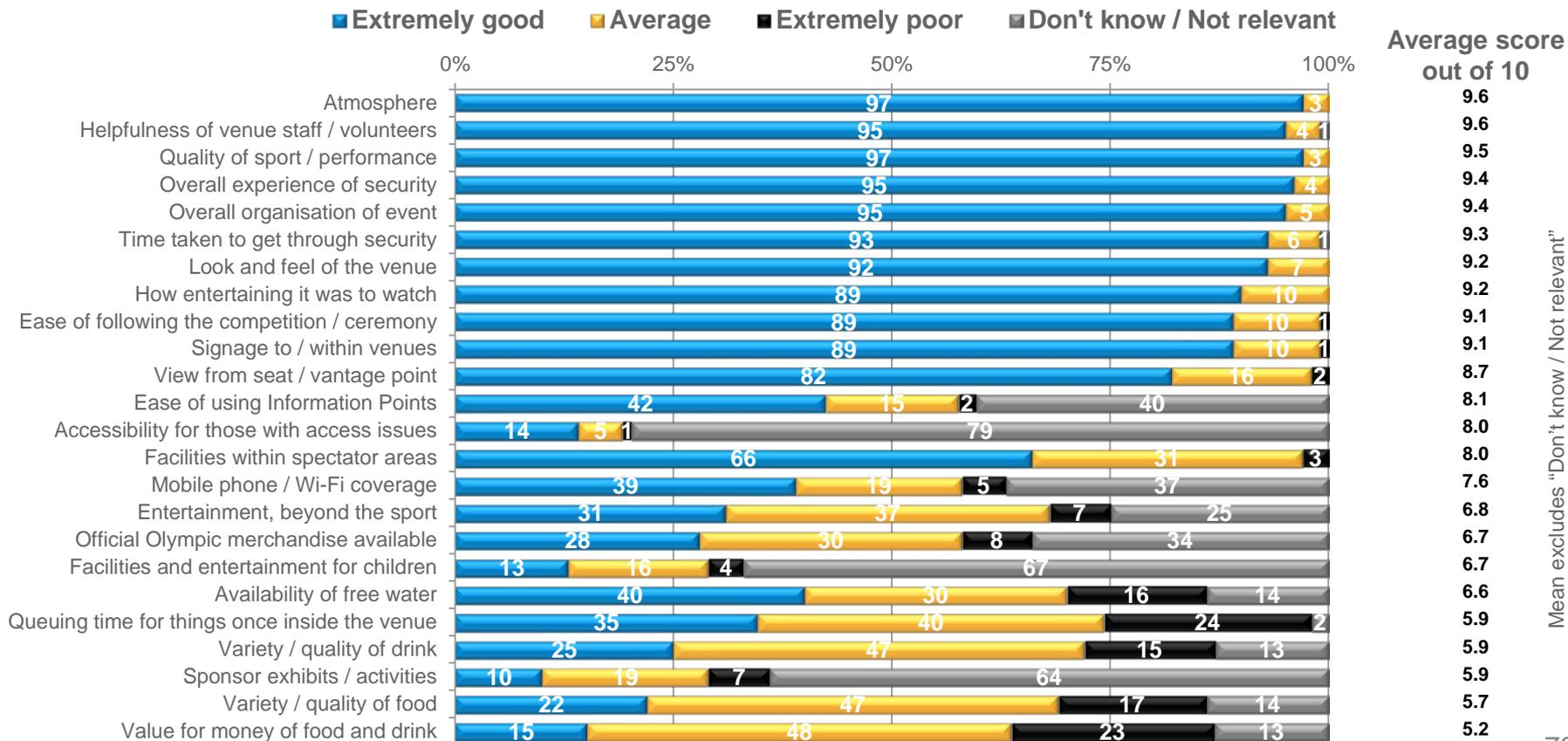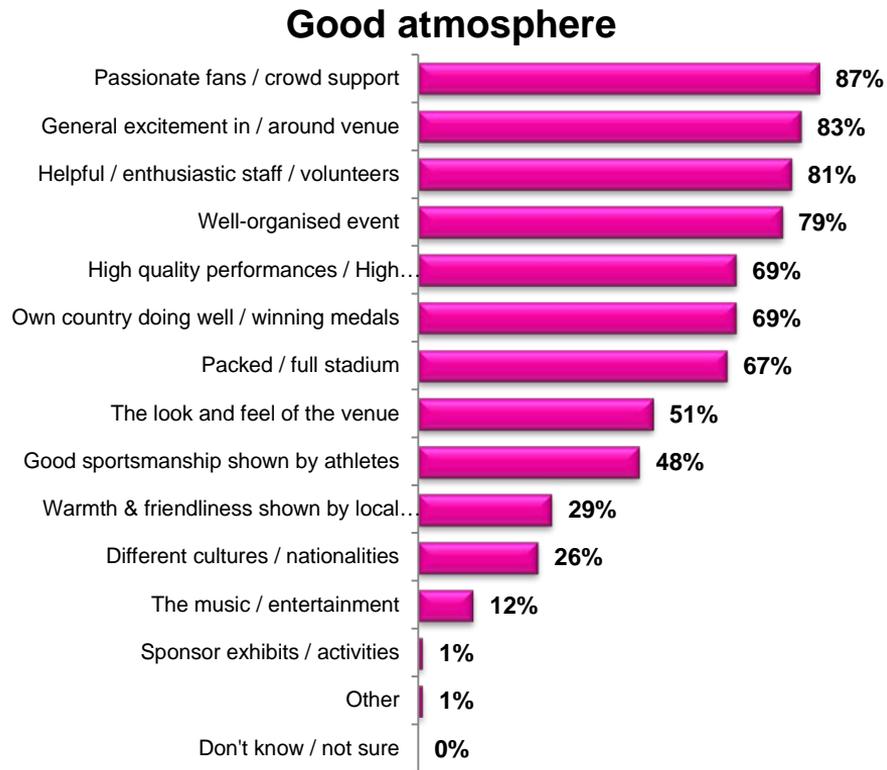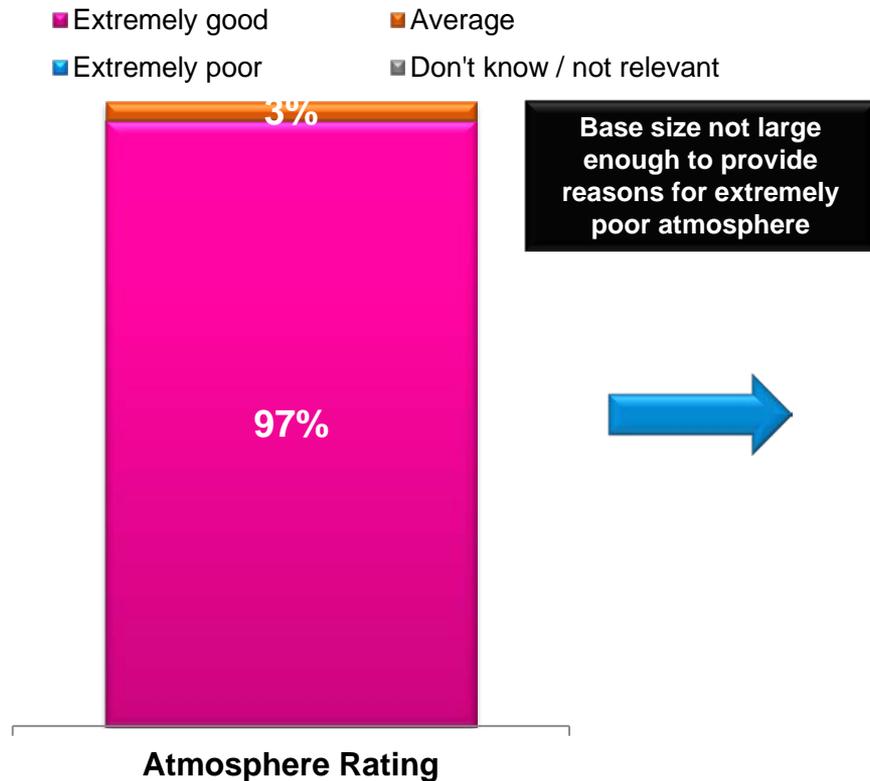| Aspect	Extremely good	Average	Extremely poor	Don't know / Not relevant	Average score out of 10
Atmosphere	97	3			9.6
Helpfulness of venue staff / volunteers	95	4	1		9.6
Quality of sport / performance	97	3			9.5
Overall experience of security	95	4			9.4
Overall organisation of event	95	5			9.4
Time taken to get through security	93	6	1		9.3
Look and feel of the venue	92	7			9.2
How entertaining it was to watch	89	10			9.2
Ease of following the competition / ceremony	89	10	1		9.1
Signage to / within venues	89	10	1		9.1
View from seat / vantage point	82	16	2		8.7
Ease of using Information Points	42	15	2	40	8.1
Accessibility for those with access issues	14	5	1	79	8.0
Facilities within spectator areas	66	31	3		8.0
Mobile phone / Wi-Fi coverage	39	19	5	37	7.6
Entertainment, beyond the sport	31	37	7	25	6.8
Official Olympic merchandise available	28	30	8	34	6.7
Facilities and entertainment for children	13	16	4	67	6.7
Availability of free water	40	30	16	14	6.6
Queuing time for things once inside the venue	35	40	24	2	5.9
Variety / quality of drink	25	47	15	13	5.9
Sponsor exhibits / activities	10	19	7	64	5.9
Variety / quality of food	22	47	17	14	5.7
Value for money of food and drink	15	48	23	13	5.2

Mean excludes "Don't know / Not relevant"

Based on all spectators who attended the sport / ceremony for which they purchased a ticket
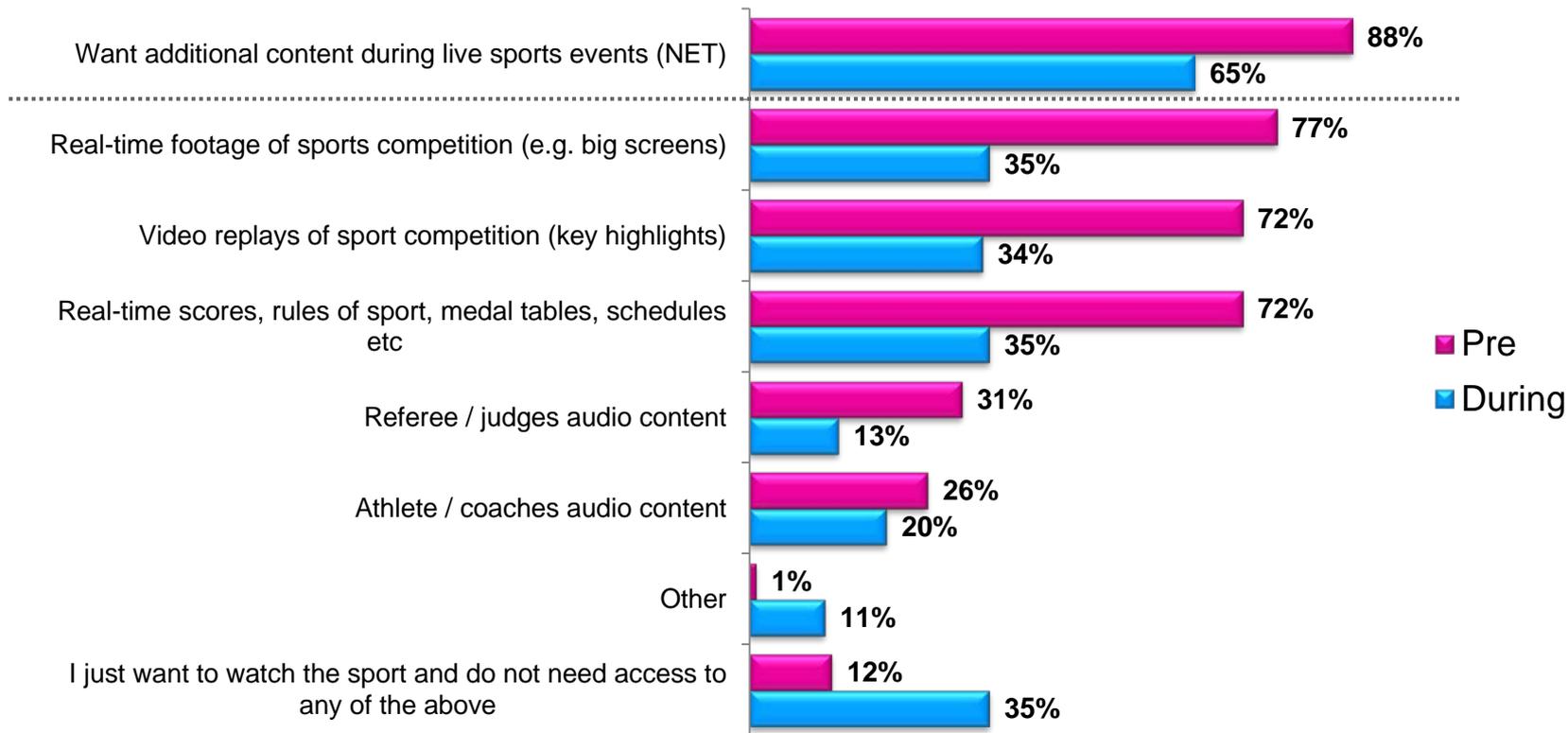
Atmosphere – Post-wave data

■Extremely good   ■Average
■Extremely poor   ■Don't know / not relevant

Base size not large enough to provide reasons for extremely poor atmosphere

3%

97%

Atmosphere Rating

Good atmosphere

Passionate fans / crowd support	87%
General excitement in / around venue	83%
Helpful / enthusiastic staff / volunteers	81%
Well-organised event	79%
High quality performances / High…	69%
Own country doing well / winning medals	69%
Packed / full stadium	67%
The look and feel of the venue	51%
Good sportsmanship shown by athletes	48%
Warmth & friendliness shown by local…	29%
Different cultures / nationalities	26%
The music / entertainment	12%
Sponsor exhibits / activities	1%
Other	1%
Don't know / not sure	0%

Based on all spectators who attended the sport / ceremony for which they purchased a ticket

Based on spectators rating atmosphere as extremely good n=1,738

Other content types required at Rowing – Pre/During-wave data

Q26 / Q27. In addition to watching Rowing in person, what types of content, if any, would you have liked to access during competition?

Content	Pre	During
Want additional content during live sports events (NET)	88%	65%
Real-time footage of sports competition (e.g. big screens)	77%	35%
Video replays of sport competition (key highlights)	72%	34%
Real-time scores, rules of sport, medal tables, schedules etc	72%	35%
Referee / judges audio content	31%	13%
Athlete / coaches audio content	26%	20%
Other	1%	11%
I just want to watch the sport and do not need access to any of the above	12%	35%

■ Pre
■ During

Value for money at Rowing – Post-wave data

Q40. Which category of ticket did you have for Rowing?
Q41. Do you feel your ticket for Rowing was good value for money?
*Caution small base size
**Ticket category not sold for the sport / ceremony

All Sports / Ceremonies	Total Attending	Category AA	Category A	Category B	Category C	Category D	Category E
Good value for money	81	62	70	74	83	88	92
Not good value for money	14	33	24	22	13	9	5
Don't know	4	5	5	5	4	3	2
Base size:	47,770	1,509	6,742	6,234	6,188	6,038	3,985

Rowing	Total Attending	Category AA	Category A	Category B	Category C	Category D	Category E
Good value for money	86	80	82	84	86	92	89
Not good value for money	10	16	14	11	9	7	6
Don't know	4	4	4	5	5	1	4
Base size:	1,783	100	289	223	203	211	199

Based on all spectators who attended the sport / ceremony for which they purchased a ticket

Thank you!