



**FOR IMMEDIATE RELEASE**

**Who is Really Carrying the Olympic Torch?  
Denver, CO and Spokane, WA Have the Highest Percentage of  
Summer Olympics Fans**

*Chicago 2016? Six of the top ten Olympic fan cities are in the West  
Popularity of the Summer Olympics is surpassed only by the NFL and Winter Olympics*

NEW YORK (July 30, 2008) – Over 128 Million Summer Olympics Fans\* in the U.S. are gearing up for the torch lighting in Beijing on 08-08-08. As the world focuses its attention to the summer games, sports fan research firm Scarborough Sports Marketing reveals that people in Denver, CO and Spokane, WA might be looking forward to the start of the games more than any other city in the country. These two cities are the top U.S. markets for Summer Olympics Fans. Sixty-seven percent of adults in each of these cities have identified themselves as “very, somewhat or a little bit” interested in the Summer Olympics. Nationally, 57 percent of adults are Summer Olympics Fans. In Chicago, a finalist host city for the 2016 summer games, consumers are slightly more likely to be Summer Olympics Fans, with 59 percent of adults there saying they are fans of this sporting event.

The appeal of the games is so wide-ranging in the U.S. that only the NFL and Winter Olympics surpass it (marginally) in national popularity. Sixty percent of all adults are NFL fans and 58 percent are Winter Olympics Fans. Major League Baseball (MLB) and College Football round out the top five sports leagues. Fifty-one percent of adults are MLB fans, and 44 percent are college football fans. *(See chart at end of release for more details.)*

“The significant national and international appeal of the Olympic games attracts sponsors at the highest level,” said Howard Goldberg, senior vice president, Scarborough Sports Marketing. “In no other sport can an entire nation bond together and support the same team. A sponsor’s ability to stretch their message and connect with fans from both urban communities and rural America creates an interesting duality, and it is one aspect of the games that makes it so attractive.”

\* Summer Olympics Fans are defined as consumers who are “very, somewhat, or a little bit interested” in the Summer Olympics. All other sports league “fans” cited in this press release (NFL, MLB, etc.) are defined in this manner.

Scarborough Sports Marketing examined fan preferences in several Summer Olympics product sponsorship categories. Sponsor McDonald's is the leading quick service restaurant for this consumer group. Almost half (49 percent) of Summer Olympics Fans visited McDonald's during the past month, making it the top restaurant for Summer Olympics Fans. However, "upscale" quick service restaurants also appeal to this group. Summer Olympics fans are 22 percent more likely than the average consumer to have used Starbucks during the past month, and 25 percent more likely to have enjoyed Panera Bread. More frequent restaurant users overall, Summer Olympics Fans are seven percent more likely than all consumers nationally to have eaten at a fast food restaurant five or more times during the past month. They are 15 percent more likely to have eaten at a "sit-down" restaurant (such as Applebee's or Olive Garden) five or more times during the past month.

In the automotive sponsorship category, Summer Olympics sponsor Volkswagen is one of the most popular vehicle brands among these fans. Summer Olympics Fans are 22 percent more likely than the average consumer to own or lease a Volkswagen in their household.

The appeal for sponsors is also rooted in the desirable demographic profile of the Summer Olympics. Fans of this quadrennial sporting event illustrate their wide-ranging appeal to consumers, as Summer Olympics Fans know few income, gender, or other demographic boundaries. Summer Olympics Fans are slightly more likely than the national average to be male and married. Their appeal crosses income groups, although Fans tend to hail from higher income brackets as they are 24 percent more likely than the average consumer to have an annual household income of \$150k or more. Summer Olympics Fans are average for having children in the household.

From a lifestyle perspective, Summer Olympics fans are eager travelers to the Far East. Summer Olympics fans are 23 percent more likely than all consumers nationally to have visited China, Japan or the Far East during the past three years. In fact, these fans account for seventy percent of all consumers who traveled to these Asia-Pacific destinations. Additionally, Summer Olympics Fans are active and athletic, and engage in leisure activities that are some of the top Olympic events, such as swimming (Summer Olympics Fans are 19 percent more likely than all consumers nationally to have gone

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swimming as a leisure activity during the past year), running (13 percent more likely), and biking (19 percent more likely).

Here in the U.S., a common thread between leading Summer Olympic fan markets is their location – six of the top ten markets for Summer Olympics Fans are in the West. Additionally, the residents of these cities share the same lifestyle patterns as Summer Olympics Fans, namely, a propensity to be active, athletic and enjoy outdoor sports, such as jogging, biking and camping. *(Full ranking of Summer Olympics Fan cities follows.)*

## Scarborough Local Market Ranking: Top Cities for Summer Olympics Fans (Adults 18+)

DMA®	%
Denver , CO	67
Spokane, WA	67
Salt Lake City, UT	66
Honolulu, HI	66
Seattle/Tacoma, WA	66
Minneapolis/St. Paul, MN	66
Portland, OR	65
Rochester, NY	65
Des Moines/Ames, IA	65
Boston, MA	65
Colorado Springs/Pueblo, CO	64
San Francisco/Oakland/ San Jose, CA	64
Austin, TX	63
Milwaukee, WI	63
Baltimore, MD	62
Grand Rapids/ Kalamazoo/Battle Creek, MI	62
San Diego, CA	62
Washington, D.C.	62
Hartford/New Haven, CT	62
Philadelphia, PA	61
Columbus, OH	61
Green Bay/Appleton, WI	61
Harrisburg/Lancaster/ Lebanon/York, PA	60
Norfolk/Portsmouth/Newport News, VA	60
Buffalo, NY	60
Flint/Saginaw/Bay City, MI	60
Detroit, MI	60
Albuquerque/Santa Fe, NM	59
Providence/New Bedford, RI	59
Chicago, IL 2016 Finalist City	59
Albany/Schenectady/Troy, NY	59
Pittsburgh, PA	59
Atlanta, GA 1996 Host City	59
Sacramento/Stockton/ Modesto, CA	59
Syracuse, NY	59
St. Louis, MO 1904 Host City	58
Indianapolis, IN	58
Toledo, OH	58

DMA®	%
Dayton, OH	58
Nashville, TN	58
Tucson, AZ	58
NATIONAL AVERAGE	57
Cleveland/Akron, OK	57
Richmond/Petersburg, VA	57
Cincinnati, OH	57
Dallas/Fort Worth, TX	57
Phoenix, AZ	57
West Palm Beach/Fort Pierce, FL	57
Raleigh/Durham, NC	56
Wichita/Hutchinson, KS	56
Los Angeles, CA 1932, 1984 Host City	56
Oklahoma City, OK	56
Greensboro/High Point/Winston-Salem, NC	55
Orlando/Daytona Beach/Melbourne, FL	55
Kansas City, KS	55
Las Vegas, NV	55
Fort Myers/Naples, FL	55
Knoxville, TN	54
Tampa/St.Petersburg, FL	54
Jacksonville, FL	54
New York, NY	54
Mobile, AL/Pensacola, FL	54
Birmingham, AL	53
Memphis, TN	53
Tulsa, OK	53
Wilkes-Barre/Scranton, PA	53
Charlotte, NC	53
Louisville, KY	53
El Paso, TX	52
Greenville/Spartanburg/ Asheville/Anderson, SC	52
Houston, TX	51
Roanoke/Lynchburg, VA	51
Little Rock/Pine Bluff, AR	49
Miami/Ft.Lauderdale, FL	49
Bakersfield, CA	48
San Antonio, TX	47
Lexington, KY	46
Fresno/Visalia, CA	45
Chattanooga, TN	44
Charleston/Huntington, WV	43

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## **Scarborough Sports Marketing – Top 10 Sports, Ranked by Percentage of Fans**

(Consumers who are “very, somewhat, or a little bit interested” in the league)

1. National Football League (NFL): 60% of all adults are fans
2. Winter Olympics: 58%
3. Summer Olympics: 57%
4. Major League Baseball (MLB): 51%
5. College football: 44%
6. College basketball: 37%
7. National Basketball Association (NBA) and High School Sports (tie): 34%
8. NASCAR: 32%
9. Men’s Golf (PGA): 29%
10. National Hockey League: 25%

SOURCE: Scarborough Research: Scarborough USA+ Release 2 2007. All local market is based on DMA, or Designated Market Area, which is a trademark of Nielsen Media Research.

### **About Scarborough Sports Marketing**

Scarborough Sports Marketing ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures local and national consumer and lifestyle information by surveying over 220,000 adults (18+) in 81 Top-Tier Markets, including all professional sports markets. Scarborough sports measurements include fan avidity; multi-media measures including sports viewing and listening; corporate sponsorship information including fans' shopping and product/service usage; and leisure activities. Scarborough delivers twice-yearly updates of its local market reports to a diverse client base, spanning all major media, advertisers and their agencies. Scarborough Sports Marketing is a division of Scarborough Research, which is a joint venture between Arbitron Inc. and The Nielsen Company.

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