

*When the curtain  
finally rises for the  
long-awaited start of  
the.....*





**It will attract the attention  
of over *4 billions*  
audiences worldwide**





Beijing 2008™



*The 29th Summer Olympic Games*

what?



# China



where?



***205*** national teams

***302*** events in ***28*** sports

***16,000*** world's best athletes

***74,615*** volunteers

who?



***33,400 media & journalists***

***2,500,000 domestic travelers***

***600,000 overseas travelers***

***370 channels rebroadcast***

***46,000 hours of TV programming***

**Who?**



*17 Days*

*8 -24 August 2 0 0 8*

when?

How will the Chinese population respond to this unprecedented global event?

*CTR Market Research* asked a representative sample of 40,000 Chinese across 36 major cities in the country for their views on the Games



Here are the results ...

Specializing in China market research™

# 89% of Chinese are interested in the Beijing Olympic Games



52% of men



48% of women

# How old are they?

15-24 years old

21%

25-34 years old

22%

35-44 years old

22%

45-54 years old

20%

55-65 years old

15%



# What do Chinese think Team China will perform at the Olympics gold metal ranking?

No. 1 51.4%

No. 2 25.1%

No. 3 12%

No. 4 0.3%

None of the above 0.5%

Hard to say 10.6%



Is winning gold medal the only way to reflect the Olympic spirit?

**Yes**

**13%**

**No**

**87%**



Will the opening torch lighting ceremony bring a big surprise?

**Yes 87.7%**

No 4.5%

Hard to say 7.8%



# Will Chinese be watching the opening ceremony of the Games?

Q. Do you expect to watch the opening ceremony live?

**Yes**

**80%**

Maybe

14%

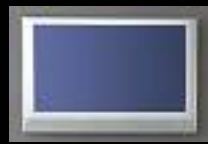
No

6%



... and what will they  
be watching the games from?

**Q. What media do you expect to watch the opening ceremony (those who said they expected to watch the Olympic Opening Ceremony)**



**TV**

**98%**



**Internet**

**30%**



**Transit TV**

**25%**



**Mobile Phone TV**

**9%**



...and do Chinese show there high attention for Olympic matches **everyday?**

**Yes 74.3%**

**Uncertainty 21%**

**No 4.7%**





Who is their **favorite**

Chinese athlete?

What other **events**

are they **interested** in?



# Who is their **favorite** Chinese athlete?



**Liu Xiang**  
**(110m Hurdles)**  
**60%**

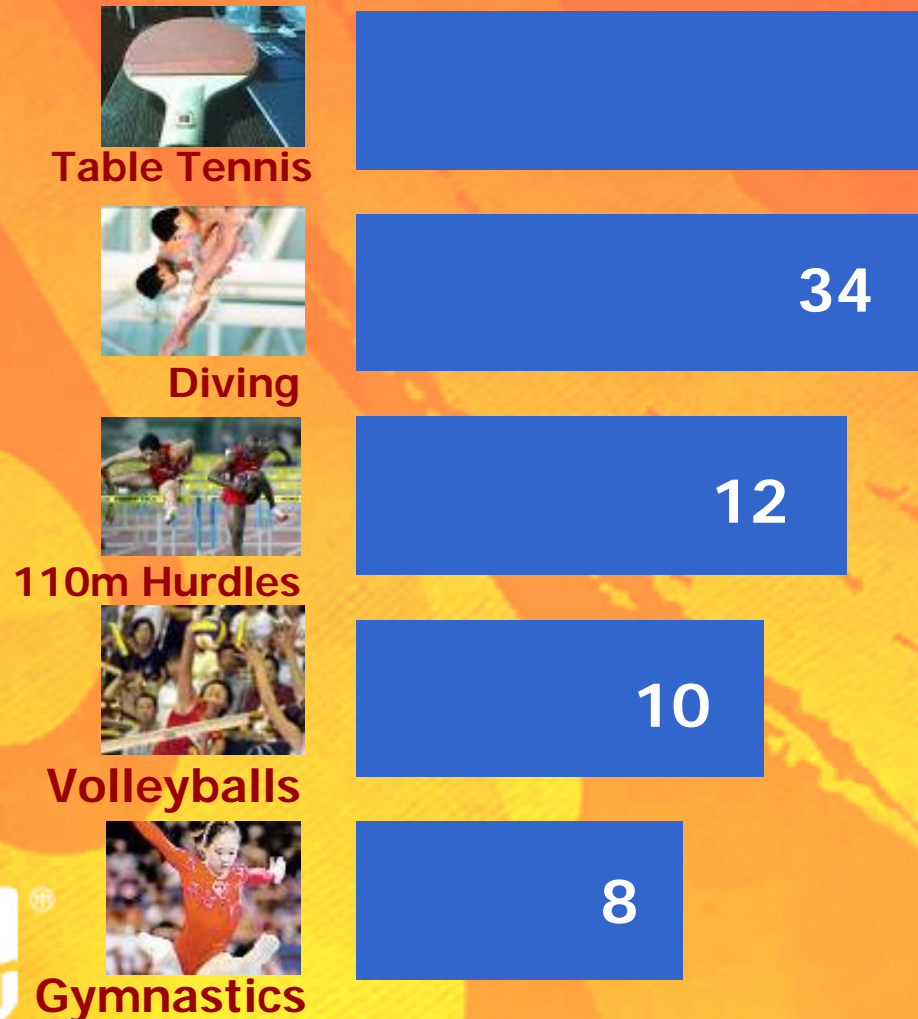
**Yao Ming**  
**(Basketball)**  
**25%**

**Guo Jinjin**  
**(Diving)**  
**11%**

**Zhang Yining**  
**(Pingpong)**  
**7%**

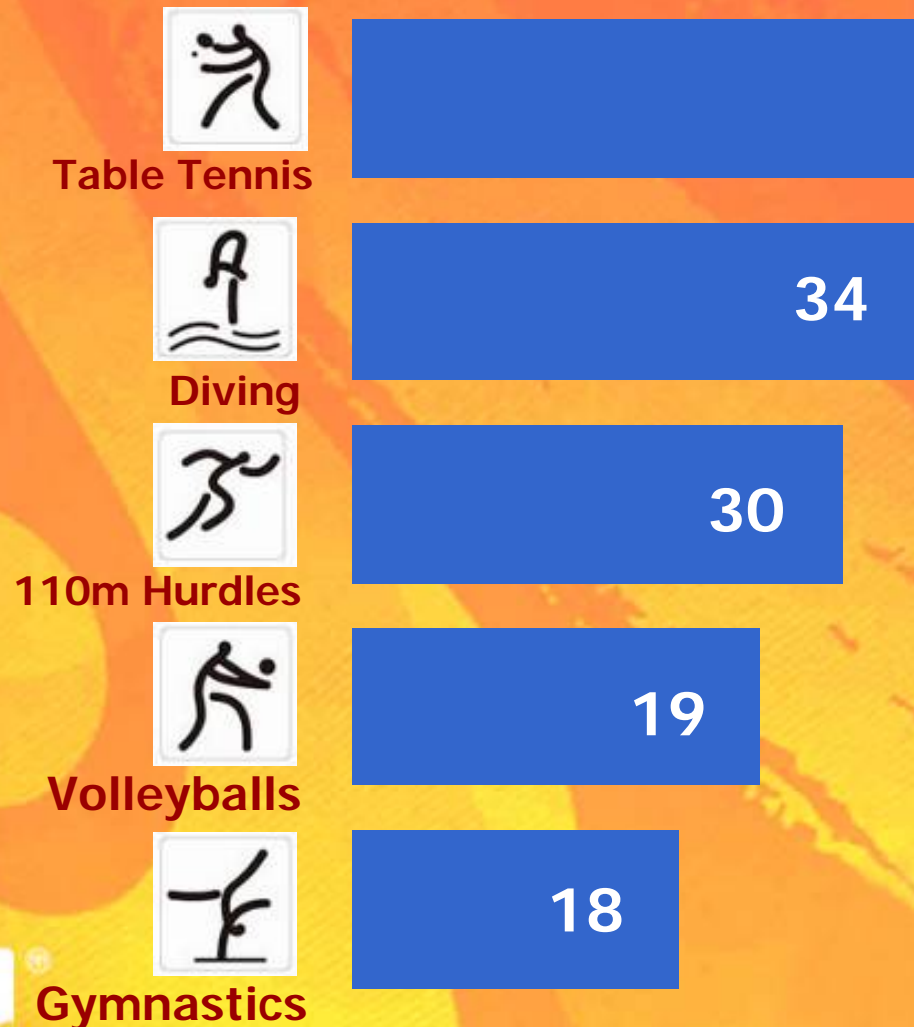
# Favorite event among Chinese - either watching or playing

(1st sport mentioned)



- Table Tennis (41%) was the favorite sport either played or watched by Chinese, followed by Diving (34%) and 110m Hurdles (12%)

# Which event do you think team China will win the gold medals?



■ Over 41% of Chinese have high expectation for Table Tennis, followed by Diving (34%) and 110m Hurdles (30%) to win gold medals

Popularity of sport on the increase in China as “Olympic fever” builds.....



# Top 5 sports practiced by Chinese



Walking

51.6%



Jogging

32%



Badminton

26.4%



Cycling

18.8%



Swimming

14.7%



*Source: CSM/TNS Sport China Barometer*

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Q: Do Chinese have confidence on public security during the Games?

**Yes 96.1%**

**NO**

**1.1%**

**Hard to say**

**2.8%**



So do they agree & comply with the new security rules and regulations?

**Yes**

**88%**

No

12%



**For more information visit**

[www.ctrchina.cn/ctrchina/en/olympic.jsp](http://www.ctrchina.cn/ctrchina/en/olympic.jsp)

**Or contact Becky Cheung at**

[beckycheung@ctrchina.cn](mailto:beckycheung@ctrchina.cn)

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