

Entity view (5-point scale) | Event | Rating (5-point scale): Summer Olympics

Region*

Rating (5-point scale): Summer Olympics	Region*							
	Northeast	Midwest	South	West	All			
Really like	25.49%	25.57%	22.18%	23.16%	23.70%			
Like	33.15%	32.84%	33.70%	36.03%	34.07%			
OK	21.96%	25.52%	27.18%	23.38%	24.97%			
Don't like	9.56%	9.24%	9.93%	8.04%	9.20%			
Really don't like	9.84%	6.83%	7.01%	9.39%	8.06%			
Unweighted N	290	432	695	544	1650			
Weight	US adults aged 18+							
Missing	197214							
	p<.001	p<.01	p<.05	p<.10	p<.10	p<.05	p<.01	p<.001

Entity view (5-point scale) | Event | Rating (5-point scale): Winter Olympics

Region*

Rating (5-point scale): Winter Olympics	Region*				All			
	Northeast	Midwest	South	West				
Really like	19.21%	30.93%	21.10%	34.64%	26.05%			
Like	35.63%	39.65%	28.99%	34.75%	33.80%			
OK	23.53%	20.41%	32.89%	21.33%	25.81%			
Don't like	14.28%	3.30%	7.83%	5.93%	7.61%			
Really don't like	7.36%	5.71%	9.18%	3.35%	6.73%			
Unweighted N	169	220	354	312	875			
Weight	US adults aged 18+							
Missing	198120							
	p<.001	p<.01	p<.05	p<.10	p<.10	p<.05	p<.01	p<.001

Profiles Table

Target Group: Like Summer Olympics (net) (n. 1057)

Control Group: Like Winter Olympics (net) (n. 662)

Number of Columns: 13

Number of Rows: 41

Insurance: Current Customer*, Target: Like Summer Olympics (net), Control: Like Winter Olympics (net)

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base
AARP Auto/Home Insurance from the Hartford*	5.98%	16	260	304	0.91%	1	140
UnitedHealthcare*	14.85%	43	290	302	7.08%	10	137
Aetna*	9.17%	26	280	302	4.38%	7	155
CIGNA*	3.60%	10	286	300	0.82%	1	142
Esurance*	2.01%	6	294	301	0.00%	0	150
State Farm*	26.21%	77	293	308	20.45%	30	148
Aflac*	2.58%	6	246	288	0.54%	1	138
Humana*	3.35%	9	253	282	1.23%	2	143
Mass Mutual*	1.39%	4	277	290	0.00%	0	139
Liberty Mutual*	5.91%	17	285	305	3.76%	5	134
New York Life*	1.88%	5	282	295	0.68%	1	141
Chubb/ ACE*	0.80%	2	287	311	0.00%	0	144
Prudential*	2.33%	7	284	303	1.34%	2	151
Amica*	0.58%	2	288	281	0.00%	0	142
John Hancock*	1.10%	3	280	294	0.59%	1	138
AARP Medicare Plans from UnitedHealthcare*	7.11%	19	268	281	6.61%	9	134
Mercury*	0.92%	3	284	302	0.50%	1	141
Voya Financial*	0.66%	2	250	293	0.33%	0	143
Geico*	9.66%	25	256	284	9.50%	13	132
Blue Shield of California*	1.02%	3	265	295	1.03%	2	154
Allstate*	3.57%	10	287	283	3.82%	6	155
The Hartford*	3.12%	8	271	290	3.28%	4	131
Guardian*	0.09%	0	288	300	0.00%	0	145
Athene*	0.00%	0	276	298	0.00%	0	151
WellPoint*	0.00%	0	288	293	0.00%	0	152
Safeco*	0.78%	2	278	300	1.03%	2	150
AXA*	0.41%	1	291	312	0.63%	1	150
AIG*	0.18%	1	274	298	0.35%	1	144
CNA*	1.00%	2	237	233	1.45%	2	122
MetLife*	5.48%	16	293	289	6.69%	10	144
Blue Cross/Blue Shield*	17.32%	49	283	311	19.50%	28	146
Northwestern Mutual*	0.41%	1	288	305	0.77%	1	151
Pacific Life*	0.95%	3	266	281	1.52%	2	133
Travelers*	1.78%	5	287	303	2.62%	4	153
Nationwide*	1.38%	4	284	299	2.28%	3	136
USAA*	5.98%	15	255	299	8.23%	10	121
Kaiser Permanente*	2.75%	7	261	296	5.02%	8	150
Progressive*	11.30%	33	290	308	17.18%	27	156
Anthem Blue Cross*	2.37%	7	286	286	5.89%	8	141
Farmers Insurance Group*	2.52%	7	272	296	6.11%	9	150
AAA*	8.12%	22	267	289	16.56%	23	141

Control base	Z-Score	Diff	Index	Market Size
177	2.8	5.07	657.16	N/A
171	2.55	7.77	209.79	N/A
181	1.93	4.79	209.36	N/A
171	1.66	2.79	441.14	N/A
172	1.57	2.01	Infinity	N/A
177	1.4	5.76	128.15	N/A
176	1.32	2.04	477.03	N/A
174	1.18	2.12	271.87	N/A
166	1.03	1.39	Infinity	N/A
172	0.85	2.15	157.15	N/A
175	0.7	1.21	278.33	N/A
181	0.53	0.8	Infinity	N/A
182	0.49	0.98	173.26	N/A
162	0.26	0.58	Infinity	N/A
167	0.13	0.5	184.92	N/A
162	0.07	0.5	107.53	N/A
172	0.06	0.42	183.04	N/A
180	0.04	0.33	200.54	N/A
162	-0.04	0.16	101.73	N/A
181	-0.23	-0.01	99.48	N/A
175	-0.27	-0.25	93.53	N/A
173	-0.28	-0.16	95.16	N/A
166	-0.33	0.09	Infinity	N/A
176	-0.42	0	100	N/A
174	-0.43	0	100	N/A
173	-0.46	-0.24	76.39	N/A
178	-0.55	-0.22	64.99	N/A
171	-0.55	-0.17	52.63	N/A
135	-0.55	-0.45	68.82	N/A
168	-0.62	-1.2	82	N/A
175	-0.64	-2.18	88.83	N/A
177	-0.66	-0.37	52.5	N/A
156	-0.67	-0.57	62.61	N/A
175	-0.72	-0.84	67.82	N/A
168	-0.83	-0.89	60.75	N/A
156	-0.97	-2.25	72.65	N/A
180	-1.26	-2.27	54.75	N/A
176	-1.77	-5.88	65.79	N/A
166	-1.78	-3.53	40.18	N/A
176	-1.8	-3.59	41.28	N/A
165	-2.57	-8.44	49.02	N/A

Profiles Table

Target Group: Like Summer Olympics (net) (n. 1057)

Control Group: Like Winter Olympics (net) (n. 662)

Number of Columns: 13

Number of Rows: 274

Does for fitness, Target: Like Summer Olympics (net), Control: Like Winter Olympics (net)

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Hapkido	1.03%	7	690	771	0.00%	0	369	467	1.98
NASCAR	3.43%	24	690	771	1.53%	6	369	467	1.96
Pool	3.70%	25	690	771	1.83%	7	369	467	1.82
Ultimate Frisbee	1.37%	9	690	771	0.34%	1	369	467	1.59
Latin dance	0.77%	5	690	771	0.00%	0	369	467	1.54
Billiards	10.95%	76	690	771	8.20%	30	369	467	1.54
Running	18.12%	125	690	771	14.77%	54	369	467	1.5
Handball	0.74%	5	690	771	0.00%	0	369	467	1.49
High School Football	2.01%	14	690	771	1.09%	4	369	467	1.06
Soccer	8.67%	60	690	771	6.92%	26	369	467	1.04
Rodeo	0.46%	3	690	771	0.00%	0	369	467	0.92
Motorsports	1.26%	9	690	771	0.60%	2	369	467	0.88
Gaelic football	0.42%	3	690	771	0.00%	0	369	467	0.81
Dodgeball	0.40%	3	690	771	0.00%	0	369	467	0.77
Wood Chopping	1.63%	11	690	771	1.03%	4	369	467	0.67
Off-roading	0.63%	4	690	771	0.20%	1	369	467	0.67
P90X	0.34%	2	690	771	0.00%	0	369	467	0.62
Meditation	3.06%	21	690	771	2.37%	9	369	467	0.59
Dirt Biking	0.69%	5	690	771	0.29%	1	369	467	0.58
Golf	17.07%	118	690	771	15.73%	58	369	467	0.58
Mountain climbing	0.84%	6	690	771	0.42%	2	369	467	0.58
Big game hunting	1.38%	10	690	771	0.88%	3	369	467	0.57
Sprint car racing	0.41%	3	690	771	0.07%	0	369	467	0.56
Bodybuilding	2.85%	20	690	771	2.25%	8	369	467	0.51
Roller skating	1.96%	14	690	771	1.45%	5	369	467	0.49
Fitness	0.37%	3	690	771	0.07%	0	369	467	0.48
Cheerleading	0.29%	2	690	771	0.00%	0	369	467	0.48
Croquet	0.92%	6	690	771	0.56%	2	369	467	0.42
Ice skating	2.52%	17	690	771	2.02%	7	369	467	0.42
Recumbent Biking	0.76%	5	690	771	0.42%	2	369	467	0.42
Saddle bronc and bareback bronc riding	0.26%	2	690	771	0.00%	0	369	467	0.39
Rugby	0.33%	2	690	771	0.07%	0	369	467	0.37
Triple Jump	0.62%	4	690	771	0.33%	1	369	467	0.34
Sightseeing	3.82%	26	690	771	3.38%	12	369	467	0.29
slamball	0.21%	1	690	771	0.00%	0	369	467	0.27
Australian rules football	0.21%	1	690	771	0.00%	0	369	467	0.27
Ocean racing	0.28%	2	690	771	0.07%	0	369	467	0.26
Water aerobics	1.60%	11	690	771	1.29%	5	369	467	0.25
Dancing	3.32%	23	690	771	2.94%	11	369	467	0.25
Beekeeping	0.19%	1	690	771	0.00%	0	369	467	0.21
College baseball	0.28%	2	690	771	0.08%	0	369	467	0.21
Tubing	0.93%	6	690	771	0.70%	3	369	467	0.18
Pilates	1.17%	8	690	771	0.94%	3	369	467	0.17
CrossFit	0.44%	3	690	771	0.25%	1	369	467	0.16

Diff	Index	Market Size
1.03	Infinity	N/A
1.9	224.71	N/A
1.87	202.04	N/A
1.03	399.53	N/A
0.77	Infinity	N/A
2.74	133.44	N/A
3.34	122.64	N/A
0.74	Infinity	N/A
0.92	183.94	N/A
1.75	125.25	N/A
0.46	Infinity	N/A
0.66	209.72	N/A
0.42	Infinity	N/A
0.4	Infinity	N/A
0.6	158.33	N/A
0.43	308.65	N/A
0.34	Infinity	N/A
0.7	129.41	N/A
0.4	239.5	N/A
1.34	108.54	N/A
0.43	202.49	N/A
0.5	157.46	N/A
0.34	586.55	N/A
0.61	126.97	N/A
0.51	135.24	N/A
0.3	556.53	N/A
0.29	Infinity	N/A
0.36	164.34	N/A
0.5	124.76	N/A
0.34	180.32	N/A
0.26	Infinity	N/A
0.26	470.7	N/A
0.29	187.83	N/A
0.44	112.94	N/A
0.21	Infinity	N/A
0.21	Infinity	N/A
0.22	426.73	N/A
0.31	123.86	N/A
0.38	112.82	N/A
0.19	Infinity	N/A
0.2	356	N/A
0.23	132.38	N/A
0.23	124.99	N/A
0.2	179.07	N/A

Knife throwing	0.18%	1	690	771	0.00%	0	369	467	0.16
Ice Fishing	0.89%	6	690	771	0.68%	3	369	467	0.15
Drag Racing	1.31%	9	690	771	1.09%	4	369	467	0.15
Gold panning	0.83%	6	690	771	0.62%	2	369	467	0.15
Formula 1	0.53%	4	690	771	0.34%	1	369	467	0.15
Ballroom dance	0.23%	2	690	771	0.06%	0	369	467	0.13
Backpacking	0.79%	5	690	771	0.60%	2	369	467	0.12
Tai Chi	2.52%	17	690	771	2.29%	8	369	467	0.12
Folk dance	0.49%	3	690	771	0.31%	1	369	467	0.11
Exercising	12.65%	87	690	771	12.35%	46	369	467	0.1
Trampoline	0.16%	1	690	771	0.00%	0	369	467	0.1
Colorguard	0.27%	2	690	771	0.11%	0	369	467	0.1
Sailing	0.77%	5	690	771	0.59%	2	369	467	0.09
College Basketball	0.50%	3	690	771	0.34%	1	369	467	0.08
Strip Tease	0.73%	5	690	771	0.57%	2	369	467	0.07
Calf roping	0.38%	3	690	771	0.22%	1	369	467	0.07
Martial Arts	6.03%	42	690	771	5.84%	22	369	467	0.06
Unicycling	0.13%	1	690	771	0.00%	0	369	467	0.02
Jet skiing	0.13%	1	690	771	0.00%	0	369	467	0.02
Softball	1.32%	9	690	771	1.20%	4	369	467	0
Mud bogging	0.89%	6	690	771	0.77%	3	369	467	0
Okinawan Karate	0.33%	2	690	771	0.21%	1	369	467	0
Scuba diving	2.34%	16	690	771	2.22%	8	369	467	-0.01
Rollerblading	0.44%	3	690	771	0.32%	1	369	467	-0.01
Refereeing	0.46%	3	690	771	0.34%	1	369	467	-0.02
Scotering	0.12%	1	690	771	0.00%	0	369	467	-0.02
Karate	0.32%	2	690	771	0.21%	1	369	467	-0.03
Historical European Martial Arts	0.18%	1	690	771	0.07%	0	369	467	-0.03
Swing Dancing	0.17%	1	690	771	0.06%	0	369	467	-0.04
Tennis	8.22%	57	690	771	8.19%	30	369	467	-0.05
Physical therapy	0.96%	7	690	771	0.88%	3	369	467	-0.06
Zumba	1.07%	7	690	771	1.00%	4	369	467	-0.07
Birdfeeding	3.19%	22	690	771	3.15%	12	369	467	-0.08
Jazz dance	0.38%	3	690	771	0.29%	1	369	467	-0.08
College Football	1.17%	8	690	771	1.10%	4	369	467	-0.08
Speed skating	1.45%	10	690	771	1.40%	5	369	467	-0.1
Cycling	20.74%	143	690	771	20.90%	77	369	467	-0.1
Geocaching	0.36%	2	690	771	0.28%	1	369	467	-0.11
Circuit training	0.91%	6	690	771	0.86%	3	369	467	-0.11
Weightlifting	5.89%	41	690	771	5.95%	22	369	467	-0.11
Field Hockey	0.09%	1	690	771	0.00%	0	369	467	-0.13
Fastpitch softball	0.09%	1	690	771	0.00%	0	369	467	-0.13
Marathon	0.59%	4	690	771	0.54%	2	369	467	-0.15
Sports car racing	0.99%	7	690	771	0.96%	4	369	467	-0.15
Juggling	0.31%	2	690	771	0.26%	1	369	467	-0.17
Spearfishing	0.52%	4	690	771	0.48%	2	369	467	-0.17
Harness racing	0.07%	1	690	771	0.00%	0	369	467	-0.18
Volleyball	1.63%	11	690	771	1.66%	6	369	467	-0.18
Sailboat racing	0.07%	0	690	771	0.00%	0	369	467	-0.19
Modern dance	1.17%	8	690	771	1.18%	4	369	467	-0.19
Jump Rope	1.27%	9	690	771	1.28%	5	369	467	-0.19
Bull riding	0.36%	3	690	771	0.33%	1	369	467	-0.2

0.18 Infinity N/A
0.21 131.34 N/A
0.23 121 N/A
0.21 133.84 N/A
0.19 157.18 N/A
0.17 400.77 N/A
0.19 131.42 N/A
0.23 109.95 N/A
0.17 155.79 N/A
0.3 102.4 N/A
0.16 Infinity N/A
0.16 243.54 N/A
0.17 129.31 N/A
0.16 147.5 N/A
0.16 128.37 N/A
0.15 168.85 N/A
0.19 103.33 N/A
0.13 Infinity N/A
0.13 Infinity N/A
0.12 110.13 N/A
0.12 115.98 N/A
0.12 159.4 N/A
0.11 105.16 N/A
0.12 136.59 N/A
0.12 133.89 N/A
0.12 Infinity N/A
0.11 154.32 N/A
0.11 261.97 N/A
0.11 298.31 N/A
0.02 100.28 N/A
0.09 110.08 N/A
0.07 107.46 N/A
0.04 101.14 N/A
0.09 130.7 N/A
0.07 105.92 N/A
0.05 103.44 N/A
-0.17 99.21 N/A
0.08 127.62 N/A
0.05 106.2 N/A
-0.05 99.14 N/A
0.09 Infinity N/A
0.09 Infinity N/A
0.05 109.04 N/A
0.03 103.01 N/A
0.06 121.59 N/A
0.04 108.24 N/A
0.07 Infinity N/A
-0.02 98.5 N/A
0.07 Infinity N/A
-0.01 99.28 N/A
-0.01 98.83 N/A
0.04 111.3 N/A

Strength training	0.07%	0	690	771	0.00%	0	369	467	-0.2
Skateboarding	1.26%	9	690	771	1.29%	5	369	467	-0.21
Resistance training	1.46%	10	690	771	1.51%	6	369	467	-0.22
Kettlebell	0.85%	6	690	771	0.86%	3	369	467	-0.22
Yachting	0.17%	1	690	771	0.13%	0	369	467	-0.23
Callanetics	0.46%	3	690	771	0.45%	2	369	467	-0.23
Bobsledding	0.97%	7	690	771	1.00%	4	369	467	-0.24
Grappling	0.67%	5	690	771	0.68%	2	369	467	-0.24
Powerboating	0.18%	1	690	771	0.15%	1	369	467	-0.25
Beach Volleyball	0.48%	3	690	771	0.50%	2	369	467	-0.28
Cross-country skiing	0.11%	1	690	771	0.08%	0	369	467	-0.29
Pickleball	0.04%	0	690	771	0.00%	0	369	467	-0.31
Table tennis	1.13%	8	690	771	1.22%	5	369	467	-0.31
Hacky Sack	0.04%	0	690	771	0.00%	0	369	467	-0.31
Bocce	0.50%	3	690	771	0.55%	2	369	467	-0.33
Bouldering	0.31%	2	690	771	0.32%	1	369	467	-0.33
Aerial Silks	0.03%	0	690	771	0.00%	0	369	467	-0.34
Focus T25	0.03%	0	690	771	0.00%	0	369	467	-0.34
Rally Racing	0.26%	2	690	771	0.27%	1	369	467	-0.35
Snorkeling	4.07%	28	690	771	4.37%	16	369	467	-0.35
Snowmobiling	0.92%	6	690	771	1.02%	4	369	467	-0.35
rock scrambling	0.07%	0	690	771	0.06%	0	369	467	-0.37
Yard work	5.80%	40	690	771	6.22%	23	369	467	-0.37
Kayaking	0.67%	5	690	771	0.75%	3	369	467	-0.37
Wrestling	1.80%	12	690	771	2.00%	7	369	467	-0.38
Fitness, Training, Sport	0.12%	1	690	771	0.13%	0	369	467	-0.39
Darts	1.77%	12	690	771	1.98%	7	369	467	-0.39
Women's Health	0.18%	1	690	771	0.21%	1	369	467	-0.41
Squash	0.40%	3	690	771	0.48%	2	369	467	-0.42
Curling	0.21%	1	690	771	0.26%	1	369	467	-0.43
Kickboxing	0.20%	1	690	771	0.26%	1	369	467	-0.45
Tang Soo Do	0.00%	0	690	771	0.00%	0	369	467	-0.45
Square dancing	0.00%	0	690	771	0.00%	0	369	467	-0.45
Parkour	0.00%	0	690	771	0.00%	0	369	467	-0.45
Wing Chun	0.00%	0	690	771	0.00%	0	369	467	-0.45
Bachata	0.00%	0	690	771	0.00%	0	369	467	-0.45
Aqua Zumba	0.00%	0	690	771	0.00%	0	369	467	-0.45
Lacrosse	0.00%	0	690	771	0.00%	0	369	467	-0.45
Fire Dancing	0.00%	0	690	771	0.00%	0	369	467	-0.45
Endurance riding	0.00%	0	690	771	0.00%	0	369	467	-0.45
Polo	0.00%	0	690	771	0.00%	0	369	467	-0.45
Argentine Tango	0.00%	0	690	771	0.00%	0	369	467	-0.45
Supercross	0.00%	0	690	771	0.00%	0	369	467	-0.45
Indoor football	0.00%	0	690	771	0.00%	0	369	467	-0.45
American Kenpo	0.00%	0	690	771	0.00%	0	369	467	-0.45
Bar Method	0.00%	0	690	771	0.00%	0	369	467	-0.45
Urban rebounding	0.00%	0	690	771	0.00%	0	369	467	-0.45
Shaolin kung fu	0.00%	0	690	771	0.00%	0	369	467	-0.45
Saltwater fishing	1.53%	11	690	771	1.78%	7	369	467	-0.47
Weight training	2.02%	14	690	771	2.32%	9	369	467	-0.47
Gardening	4.92%	34	690	771	5.44%	20	369	467	-0.48
Rowing	0.14%	1	690	771	0.19%	1	369	467	-0.48

0.07 Infinity N/A
-0.03 97.94 N/A
-0.05 96.77 N/A
-0.01 98.56 N/A
0.04 133.5 N/A
0.01 102.53 N/A
-0.03 96.87 N/A
-0.01 98.6 N/A
0.03 122.11 N/A
-0.01 97.6 N/A
0.03 138.19 N/A
0.04 Infinity N/A
-0.09 92.38 N/A
0.04 Infinity N/A
-0.04 92.08 N/A
-0.02 94.38 N/A
0.03 Infinity N/A
0.03 Infinity N/A
-0.02 93.38 N/A
-0.31 92.94 N/A
-0.1 89.79 N/A
0.01 120 N/A
-0.41 93.39 N/A
-0.09 88.6 N/A
-0.2 89.77 N/A
-0.01 93.24 N/A
-0.21 89.42 N/A
-0.03 84.43 N/A
-0.08 84.03 N/A
-0.05 81.84 N/A
-0.05 79.55 N/A
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0 100 N/A
0 100 N/A
0 100 N/A
0 100 N/A
-0.26 85.64 N/A
-0.3 86.89 N/A
-0.52 90.39 N/A
-0.05 72.98 N/A

Cross training	1.48%	10	690	771	1.75%	6	369	467	-0.49
Water skiing	0.37%	3	690	771	0.48%	2	369	467	-0.49
Skeet Shooting	9.62%	66	690	771	10.40%	38	369	467	-0.5
Bowls	0.04%	0	690	771	0.07%	0	369	467	-0.51
Walking the dog	1.55%	11	690	771	1.84%	7	369	467	-0.51
Bodyboarding	0.04%	0	690	771	0.07%	0	369	467	-0.51
Snooker	0.04%	0	690	771	0.07%	0	369	467	-0.51
Bicycle tours	0.61%	4	690	771	0.78%	3	369	467	-0.53
Racquetball	1.86%	13	690	771	2.21%	8	369	467	-0.53
Cricket	0.17%	1	690	771	0.26%	1	369	467	-0.53
Salsa Dancing	0.17%	1	690	771	0.26%	1	369	467	-0.55
Cornhole	1.22%	8	690	771	1.50%	6	369	467	-0.55
Rock climbing	0.07%	0	690	771	0.13%	0	369	467	-0.55
Show jumping	0.07%	0	690	771	0.13%	0	369	467	-0.57
Irish dance	0.20%	1	690	771	0.31%	1	369	467	-0.57
Zip Line	0.19%	1	690	771	0.30%	1	369	467	-0.59
Yoga	11.97%	83	690	771	13.04%	48	369	467	-0.59
Stock car racing	1.21%	8	690	771	1.55%	6	369	467	-0.61
Football	5.11%	35	690	771	5.86%	22	369	467	-0.63
Dressage	0.14%	1	690	771	0.26%	1	369	467	-0.63
Extreme Sports	0.14%	1	690	771	0.26%	1	369	467	-0.63
Qigong	0.00%	0	690	771	0.07%	0	369	467	-0.64
Paintball	0.58%	4	690	771	0.82%	3	369	467	-0.64
Motorcycle speedway Racing	0.00%	0	690	771	0.07%	0	369	467	-0.64
Motorcycle Racing	0.00%	0	690	771	0.07%	0	369	467	-0.64
Climbing	0.65%	5	690	771	0.92%	3	369	467	-0.65
Synchronized swimming	0.03%	0	690	771	0.12%	0	369	467	-0.67
Collegiate wrestling	0.66%	5	690	771	0.93%	3	369	467	-0.67
Triathlons	0.17%	1	690	771	0.33%	1	369	467	-0.68
Power walking	0.18%	1	690	771	0.34%	1	369	467	-0.68
Aerobics	3.60%	25	690	771	4.31%	16	369	467	-0.69
Mountain biking	0.44%	3	690	771	0.69%	3	369	467	-0.72
Horse Riding	0.27%	2	690	771	0.48%	2	369	467	-0.72
Swimming	31.07%	214	690	771	33.02%	122	369	467	-0.73
Motocross	0.07%	0	690	771	0.20%	1	369	467	-0.73
Ninjutsu	0.07%	1	690	771	0.22%	1	369	467	-0.75
Windsurfing	0.12%	1	690	771	0.29%	1	369	467	-0.75
Hiking	31.93%	220	690	771	34.00%	125	369	467	-0.76
Horse Racing	1.71%	12	690	771	2.28%	8	369	467	-0.78
Diving	0.55%	4	690	771	0.88%	3	369	467	-0.78
Luge	0.39%	3	690	771	0.68%	2	369	467	-0.78
Ice dancing	0.68%	5	690	771	1.05%	4	369	467	-0.79
Bird watching	0.43%	3	690	771	0.74%	3	369	467	-0.8
Jeet Kune Do	0.30%	2	690	771	0.57%	2	369	467	-0.8
Flying	0.26%	2	690	771	0.51%	2	369	467	-0.81
Disc golf	0.48%	3	690	771	0.81%	3	369	467	-0.81
Curves	0.00%	0	690	771	0.15%	1	369	467	-0.82
Roller derby	0.36%	2	690	771	0.68%	2	369	467	-0.85
Professional Wrestling	0.36%	2	690	771	0.68%	2	369	467	-0.85
Trail running	1.13%	8	690	771	1.65%	6	369	467	-0.86
Boating	1.72%	12	690	771	2.36%	9	369	467	-0.86
Kickball	2.29%	16	690	771	3.03%	11	369	467	-0.86

-0.27	84.7	N/A
-0.11	77.25	N/A
-0.79	92.44	N/A
-0.03	53.49	N/A
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-0.03	53.49	N/A
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-0.08	67.31	N/A
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-0.12	53.49	N/A
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-0.09	24.5	N/A
-0.28	70.28	N/A
-0.15	52.87	N/A
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-0.71	83.56	N/A
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-1.95	94.09	N/A
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-0.15	32.81	N/A
-0.17	41.18	N/A
-2.07	93.92	N/A
-0.56	75.2	N/A
-0.33	62.69	N/A
-0.28	57.94	N/A
-0.37	64.91	N/A
-0.31	58.64	N/A
-0.26	53.49	N/A
-0.25	50.75	N/A
-0.33	59.31	N/A
-0.15	0	N/A
-0.31	53.49	N/A
-0.31	53.49	N/A
-0.52	68.27	N/A
-0.64	72.84	N/A
-0.74	75.61	N/A

Surfing	0.25%	2	690	771	0.53%	2	369	467	-0.86
Hula dance	0.12%	1	690	771	0.35%	1	369	467	-0.88
Gymnastics	1.25%	9	690	771	1.83%	7	369	467	-0.9
Go-karting	0.76%	5	690	771	1.22%	5	369	467	-0.9
Bodysurfing	0.57%	4	690	771	0.99%	4	369	467	-0.92
Hot yoga	0.15%	1	690	771	0.42%	2	369	467	-0.92
Contemporary Dance	0.18%	1	690	771	0.47%	2	369	467	-0.92
Figure skating	0.46%	3	690	771	0.86%	3	369	467	-0.93
Laundry	0.47%	3	690	771	0.88%	3	369	467	-0.94
Massage	0.03%	0	690	771	0.25%	1	369	467	-0.94
Ballet	0.10%	1	690	771	0.35%	1	369	467	-0.94
Mountain boarding	0.00%	0	690	771	0.20%	1	369	467	-0.95
BMX	0.00%	0	690	771	0.20%	1	369	467	-0.95
Mushroom hunting	0.21%	1	690	771	0.52%	2	369	467	-0.95
Hip hop dance	0.00%	0	690	771	0.21%	1	369	467	-0.96
Ice Hockey	3.60%	25	690	771	4.67%	17	369	467	-0.97
Butterfly Gardening	0.17%	1	690	771	0.49%	2	369	467	-0.98
RVing	0.76%	5	690	771	1.30%	5	369	467	-0.98
Taekwondo	0.64%	4	690	771	1.14%	4	369	467	-0.98
Line dancing	0.07%	0	690	771	0.34%	1	369	467	-0.99
Canoeing	1.63%	11	690	771	2.39%	9	369	467	-1
Baseball	11.96%	82	690	771	13.88%	51	369	467	-1.01
Snowboarding	0.79%	5	690	771	1.37%	5	369	467	-1.03
Archery	0.75%	5	690	771	1.32%	5	369	467	-1.03
Shuffleboard	0.32%	2	690	771	0.75%	3	369	467	-1.05
Jazzercise	0.06%	0	690	771	0.36%	1	369	467	-1.06
Chess	1.73%	12	690	771	2.58%	10	369	467	-1.06
Bowling	4.25%	29	690	771	5.55%	20	369	467	-1.08
Playing sports	3.55%	25	690	771	4.77%	18	369	467	-1.09
Track & Field	0.91%	6	690	771	1.58%	6	369	467	-1.09
Aikido	0.00%	0	690	771	0.28%	1	369	467	-1.11
Pool exercise	1.85%	13	690	771	2.80%	10	369	467	-1.12
Belly dance	0.00%	0	690	771	0.30%	1	369	467	-1.13
Tae Bo	0.77%	5	690	771	1.44%	5	369	467	-1.14
Calisthenics	0.43%	3	690	771	0.98%	4	369	467	-1.15
Downhill Skiing	0.23%	2	690	771	0.68%	3	369	467	-1.15
Equestrian Sports	3.90%	27	690	771	5.30%	20	369	467	-1.18
Primitive hunting	0.73%	5	690	771	1.44%	5	369	467	-1.21
Boxing	0.68%	5	690	771	1.38%	5	369	467	-1.22
Walking	21.66%	149	690	771	24.71%	91	369	467	-1.24
Basketball	4.59%	32	690	771	6.22%	23	369	467	-1.26
Nordic skiing	3.42%	24	690	771	4.87%	18	369	467	-1.28
Fencing	0.29%	2	690	771	0.86%	3	369	467	-1.28
Shooting	4.14%	29	690	771	5.80%	21	369	467	-1.34
Snowshoeing	0.57%	4	690	771	1.33%	5	369	467	-1.34
Powerlifting	0.04%	0	690	771	0.49%	2	369	467	-1.34
Wii Fit Plus	0.65%	4	690	771	1.45%	5	369	467	-1.35
Road Bicycle Racing	0.17%	1	690	771	0.74%	3	369	467	-1.36
Long Distance Running	0.64%	4	690	771	1.45%	5	369	467	-1.37
Hunting	9.27%	64	690	771	11.71%	43	369	467	-1.38
Pole dancing	0.14%	1	690	771	0.70%	3	369	467	-1.39
Water Polo	0.00%	0	690	771	0.48%	2	369	467	-1.43

-0.28	46.75	N/A
-0.24	32.97	N/A
-0.59	68.02	N/A
-0.47	61.78	N/A
-0.43	56.89	N/A
-0.27	35.42	N/A
-0.29	38.52	N/A
-0.4	53.42	N/A
-0.41	53.49	N/A
-0.22	12.15	N/A
-0.26	27.16	N/A
-0.2	0	N/A
-0.2	0	N/A
-0.32	39.39	N/A
-0.21	0	N/A
-1.07	77.1	N/A
-0.32	35.37	N/A
-0.53	58.81	N/A
-0.5	56.14	N/A
-0.27	20.97	N/A
-0.76	68.18	N/A
-1.92	86.15	N/A
-0.58	57.73	N/A
-0.57	56.72	N/A
-0.43	42.74	N/A
-0.3	16.58	N/A
-0.85	67	N/A
-1.31	76.47	N/A
-1.22	74.42	N/A
-0.67	57.45	N/A
-0.28	0	N/A
-0.94	66.26	N/A
-0.3	0	N/A
-0.67	53.49	N/A
-0.55	44.27	N/A
-0.45	33.34	N/A
-1.4	73.63	N/A
-0.71	50.64	N/A
-0.7	49.19	N/A
-3.04	87.68	N/A
-1.62	73.91	N/A
-1.45	70.23	N/A
-0.58	33.24	N/A
-1.66	71.36	N/A
-0.76	43	N/A
-0.46	7.61	N/A
-0.8	44.93	N/A
-0.56	23.53	N/A
-0.81	43.99	N/A
-2.44	79.16	N/A
-0.56	19.69	N/A
-0.48	0	N/A

Deep breathing	1.68%	12	690	771	2.93%	11	369	467	-1.44
Fly fishing	1.25%	9	690	771	2.43%	9	369	467	-1.51
Badminton	1.49%	10	690	771	2.78%	10	369	467	-1.53
Hula hooping	0.07%	0	690	771	0.67%	2	369	467	-1.53
Bikram Yoga	0.13%	1	690	771	0.80%	3	369	467	-1.54
Muay Thai	0.40%	3	690	771	1.24%	5	369	467	-1.55
Whale watching	0.55%	4	690	771	1.51%	6	369	467	-1.58
Miniature golf	1.05%	7	690	771	2.26%	8	369	467	-1.6
Brazilian Jiu-Jitsu	0.36%	2	690	771	1.24%	5	369	467	-1.62
Judo	0.00%	0	690	771	0.64%	2	369	467	-1.66
Fishing	19.98%	138	690	771	24.42%	90	369	467	-1.83
Camping	3.28%	23	690	771	5.49%	20	369	467	-1.84
Target Shooting	5.76%	40	690	771	8.52%	31	369	467	-1.84
Jujitsu	0.40%	3	690	771	1.52%	6	369	467	-1.86
Alpine skiing	0.14%	1	690	771	1.11%	4	369	467	-1.9
Motorcycling	0.19%	1	690	771	1.21%	4	369	467	-1.91
Stretching	4.51%	31	690	771	7.14%	26	369	467	-1.91
Longboarding	0.14%	1	690	771	1.13%	4	369	467	-1.93
Going to the gym	5.42%	37	690	771	9.98%	37	369	467	-2.86
Skiing and Winter Sports	1.88%	13	690	771	5.27%	19	369	467	-2.98
Elliptical training	1.19%	8	690	771	4.33%	16	369	467	-3.09
Spinning	0.22%	2	690	771	2.88%	11	369	467	-3.31

-1.24	57.53	N/A
-1.18	51.5	N/A
-1.28	53.78	N/A
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-0.66	16.78	N/A
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-0.95	36.83	N/A
-1.2	46.71	N/A
-0.88	29.02	N/A
-0.64	0	N/A
-4.44	81.82	N/A
-2.21	59.81	N/A
-2.77	67.54	N/A
-1.13	26.16	N/A
-0.97	12.55	N/A
-1.02	15.89	N/A
-2.63	63.2	N/A
-0.99	12.19	N/A
-4.56	54.32	N/A
-3.39	35.76	N/A
-3.14	27.44	N/A
-2.65	7.77	N/A

Profiles Table

Target Group: Like Summer Olympics (net) (n. 1057)

Control Group: Like Winter Olympics (net) (n. 662)

Number of Columns: 13

Number of Rows: 8

Race*, Target: Like Summer Olympics (net), Control: Like Winter Olympics (net)

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff
Black	13.72%	131	953	1057	7.01%	37	524	662	4.54	6.72
Hispanic	9.35%	89	953	1057	5.95%	31	524	662	2.57	3.4
Mixed	3.07%	29	953	1057	2.30%	12	524	662	0.85	0.77
Native American	0.81%	8	953	1057	0.48%	3	524	662	0.56	0.33
Other	2.25%	21	953	1057	2.13%	11	524	662	0.05	0.12
Asian	0.65%	6	953	1057	0.58%	3	524	662	-0.05	0.06
Middle Eastern	0.18%	2	953	1057	0.62%	3	524	662	-1.34	-0.43
White	69.96%	667	953	1057	80.94%	424	524	662	-5.23	-10.97

Index Market Size

195.88 N/A

157.21 N/A

133.48 N/A

167.57 N/A

105.76 N/A

110.87 N/A

29.95 N/A

86.45 N/A

Profiles Table

Target Group: Like Summer Olympics (net) (n. 1057)

Control Group: Like Winter Olympics (net) (n. 662)

Number of Columns: 13

Number of Rows: 36

Audio/Visual: Current Customer*, Target: Like Summer Olympics (net), Control: Like Winter Olympics (net)

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base
Beats by Dr. Dre*	6.84%	22	315	308	0.20%	0	122
Amazon Fire TV Stick*	23.78%	30	124	129	7.09%	5	64
Zenith*	5.76%	19	322	316	1.38%	2	125
RCA*	5.04%	16	308	301	2.52%	3	123
SanDisk*	23.70%	67	283	301	19.23%	24	125
Skullcandy*	6.06%	19	311	304	4.12%	5	129
Playstation*	13.83%	39	284	304	11.59%	15	126
Roku*	22.29%	27	119	135	19.77%	10	51
XBox*	11.34%	34	301	292	10.16%	12	123
Magnavox*	7.46%	23	308	307	6.80%	8	122
Toshiba*	19.13%	59	310	306	18.49%	21	111
Panasonic*	20.47%	62	301	298	19.98%	25	126
Apple*	36.83%	108	293	304	36.47%	43	117
Onkyo*	4.70%	14	288	294	4.35%	5	124
Sharp*	9.59%	29	306	301	9.72%	12	125
JVC*	4.79%	15	306	298	4.75%	6	126
Sonos*	0.68%	2	279	293	0.59%	1	117
Jensen*	0.99%	3	299	304	0.99%	1	130
Google Home*	0.62%	2	280	282	0.67%	1	106
Samsung SHAPE*	0.00%	0	316	313	0.00%	0	127
SOL Republic*	0.00%	0	296	302	0.00%	0	116
Hitachi*	1.25%	4	317	311	1.76%	2	123
Harman Kardon*	2.42%	8	312	309	3.41%	4	124
Aiwa*	0.42%	1	289	304	1.02%	1	121
Kenwood*	4.05%	13	318	311	6.61%	8	120
Chromecast*	6.53%	8	117	133	11.87%	7	62
Philips*	8.82%	26	290	291	12.89%	14	110
Yamaha*	3.52%	11	305	307	6.43%	8	118
Amazon Echo*	4.64%	14	292	296	8.27%	10	115
LG*	30.11%	90	298	305	37.96%	47	124
Nintendo Wii*	9.95%	31	311	313	15.49%	20	129
Pioneer*	7.22%	21	293	302	12.24%	15	120
Samsung*	32.39%	96	295	296	41.96%	52	125
Vizio*	17.43%	55	314	313	25.47%	29	114
Sony*	25.54%	82	321	309	35.24%	44	126
Bose*	18.89%	62	327	318	30.18%	38	125

Control base	Z-Score	Diff	Index	Market Size
169	3.69	6.64	3391.36	N/A
76	3.2	16.69	335.34	N/A
170	2.23	4.38	416.98	N/A
168	1.08	2.52	200.05	N/A
170	1.06	4.47	123.23	N/A
176	0.71	1.94	147.05	N/A
166	0.59	2.24	119.31	N/A
72	0.31	2.52	112.73	N/A
171	0.26	1.18	111.61	N/A
166	0.09	0.66	109.69	N/A
164	0.07	0.63	103.42	N/A
169	0.06	0.49	102.48	N/A
170	0.05	0.36	101	N/A
170	-0.03	0.35	108.14	N/A
172	-0.17	-0.12	98.72	N/A
163	-0.17	0.04	100.77	N/A
162	-0.35	0.09	115.18	N/A
173	-0.35	0	99.83	N/A
150	-0.53	-0.05	91.85	N/A
175	-0.63	0	100	N/A
169	-0.66	0	100	N/A
170	-0.7	-0.51	70.93	N/A
171	-0.8	-0.99	70.91	N/A
172	-0.93	-0.6	40.84	N/A
170	-1.3	-2.57	61.19	N/A
77	-1.3	-5.34	55.05	N/A
166	-1.41	-4.07	68.44	N/A
168	-1.47	-2.91	54.67	N/A
161	-1.56	-3.63	56.11	N/A
173	-1.74	-7.85	79.32	N/A
173	-1.78	-5.54	64.21	N/A
168	-1.78	-5.01	59.04	N/A
167	-2.04	-9.57	77.2	N/A
170	-2.07	-8.03	68.46	N/A
169	-2.2	-9.7	72.48	N/A
174	-2.77	-11.29	62.6	N/A