

FAN FEEDBACK NETWORK

SOURCE: USOC SURVEY DATA



METHODOLOGY:

LONGITUDINAL SURVEY

WAVE 1 – 8/8/16 – XXXX RECIPIENTS

WAVE 2 – 8/15/16 – XXXX RECIPIENTS

WAVE 3 – 8/25/16 – XXXX RECIPIENTS

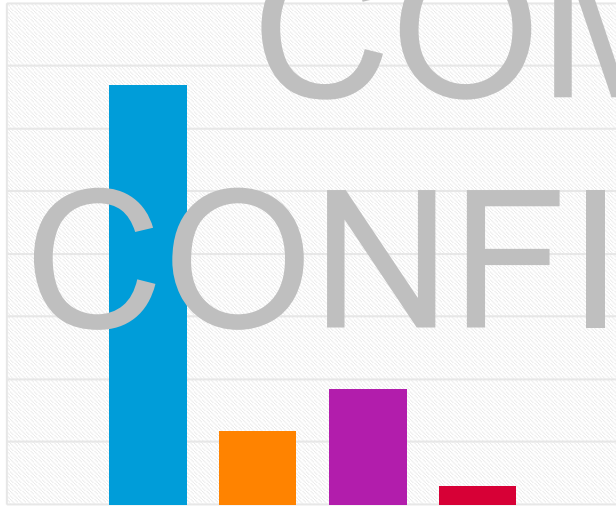
WAVE 4 – 9/13/16 – XXXX RECIPIENTS

WAVE 5 – 12/1/16 – XXXX RECIPIENTS

RESPONSE RATE: XXXX%



Describe who you're cheering for at the Olympics..



■ TeamUSA ■ Specific Sport ■ Specific Athlete ■ Other

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Based on the XX.XX% of people cheering for Team USA: Team USA was referred as either..

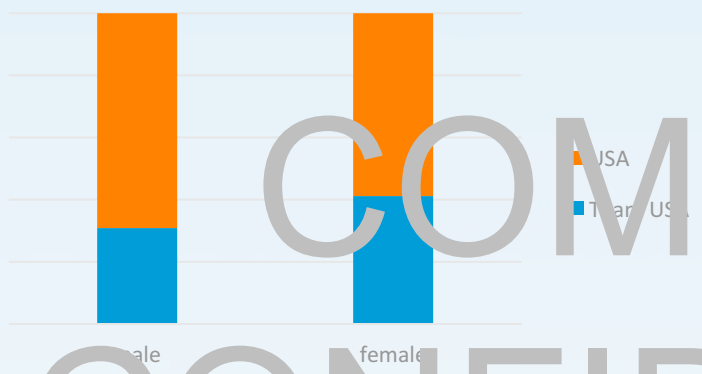
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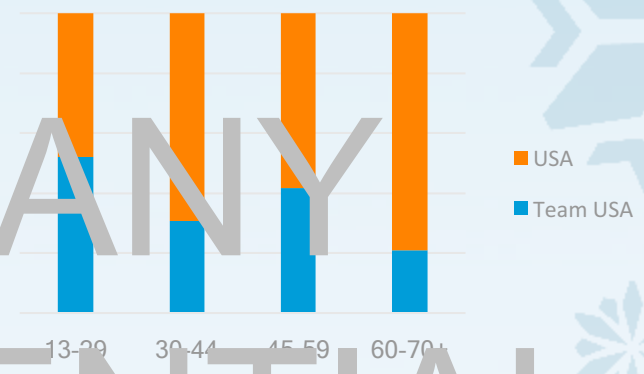
■ USA/US/United States/America/'Our' ■ Team USA



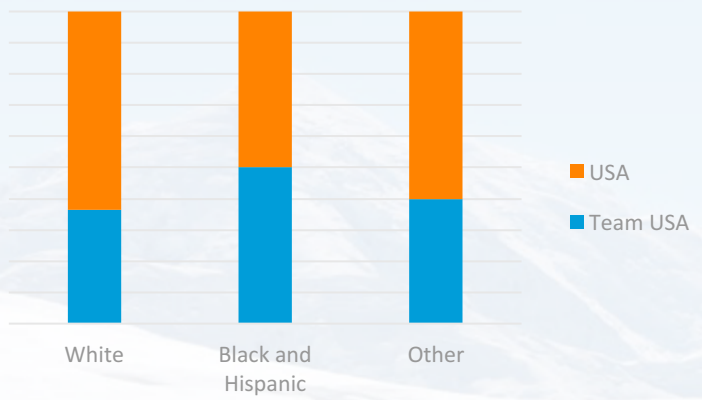
Team USA or USA by Gender



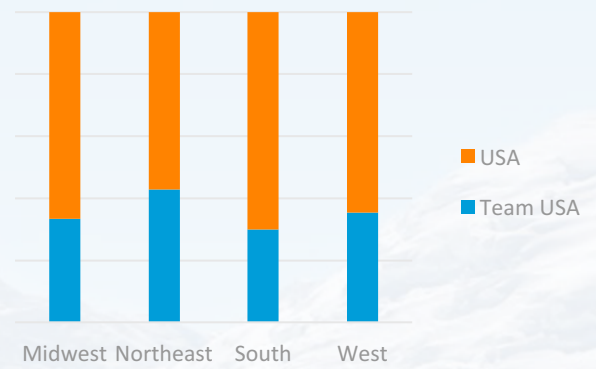
Team USA or USA by Age



Team USA or USA by Race



Team USA or USA by Region



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Source: Wave 1. USOC Survey Data



Team USA or USA by Donor



Team USA or USA by Customer



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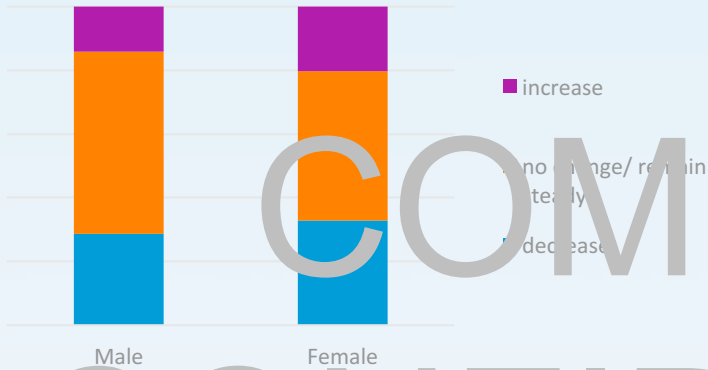
WAVE 3: AUG. 25:

HOW DO YOU EXPECT YOUR INTEREST IN TEAM USA TO CHANGE

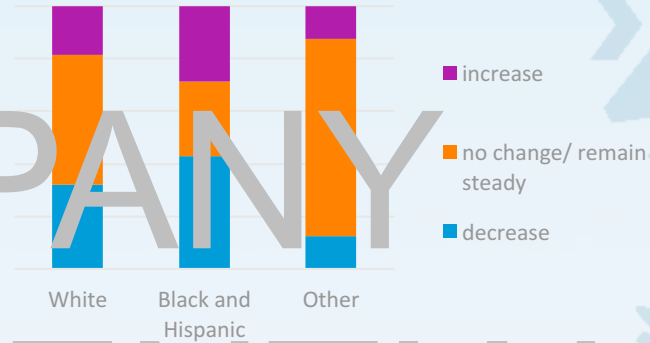
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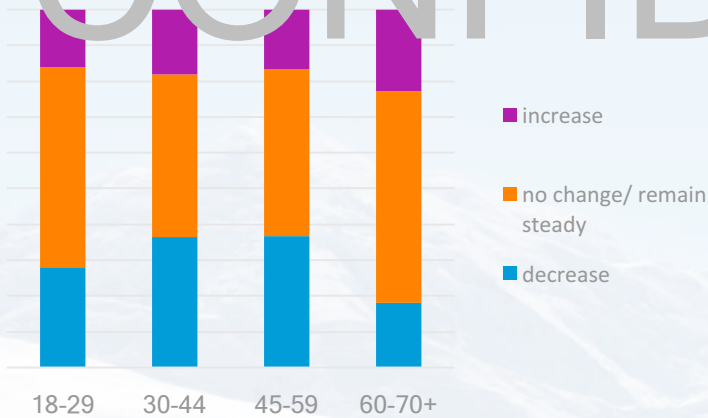
Interest in Team USA by Gender



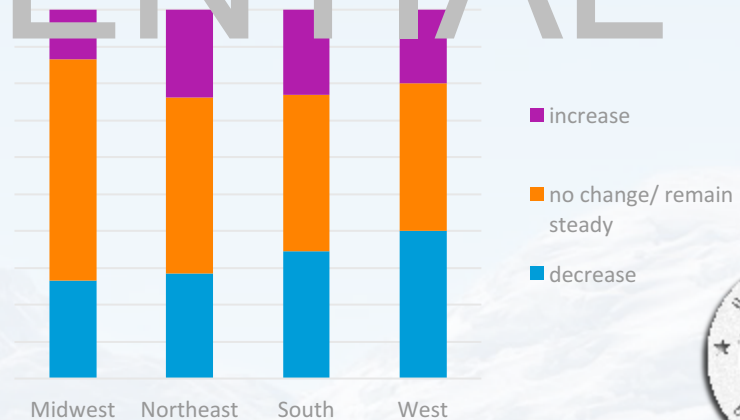
Interest in Team USA by Race



Interest in Team USA by Age



Interest in Team USA by Region



Interest in Team USA by Donor/Customer



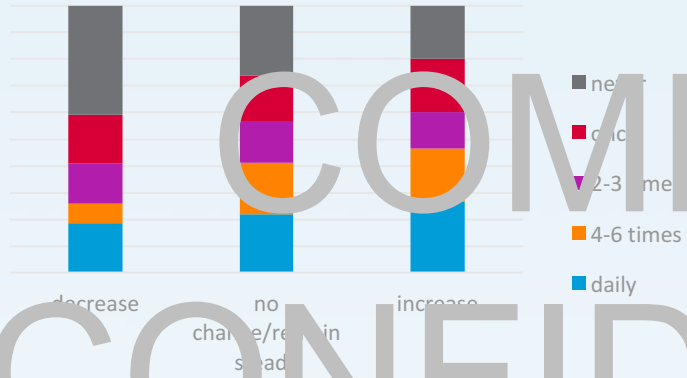
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■ Decrease ■ No Change/Remain steady ■ Increase

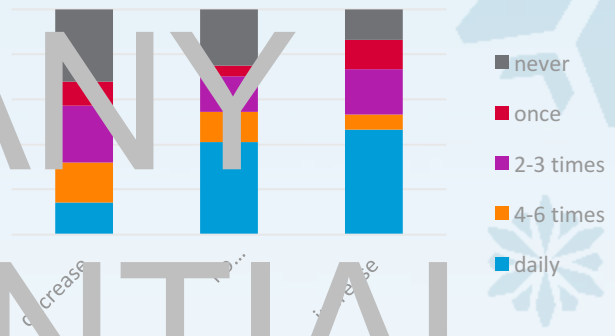


Source: USOC Survey Data.

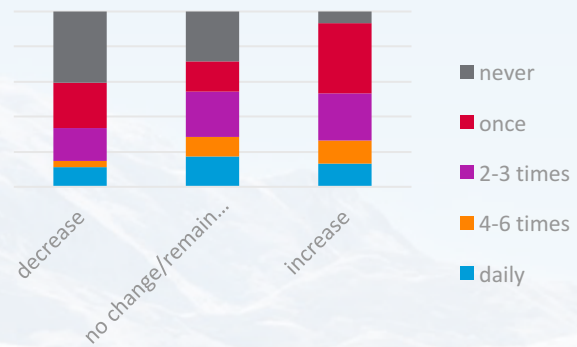
Interest in Team USA vs Posting on Social Media about the Olympics



Interest in Team USA vs Like/Comment/Share a post from an Olympics Account



Interest in Team USA vs visit TeamUSA.org



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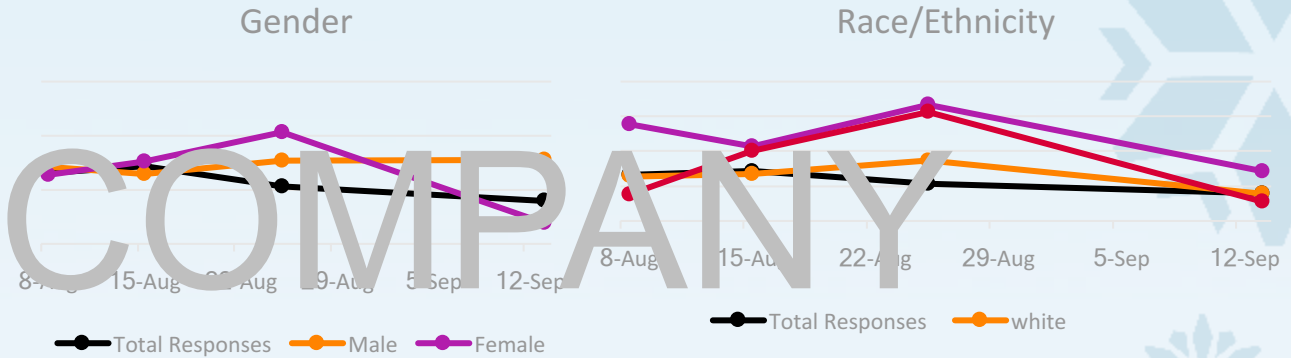
What would increase your level of interest of
Team USA?

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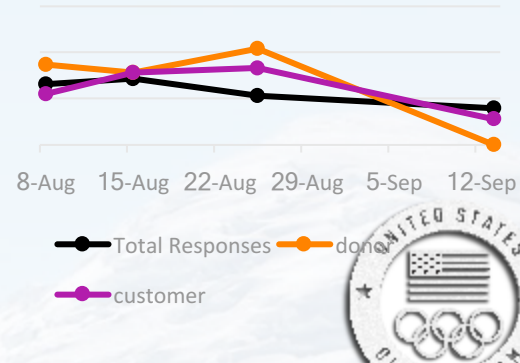
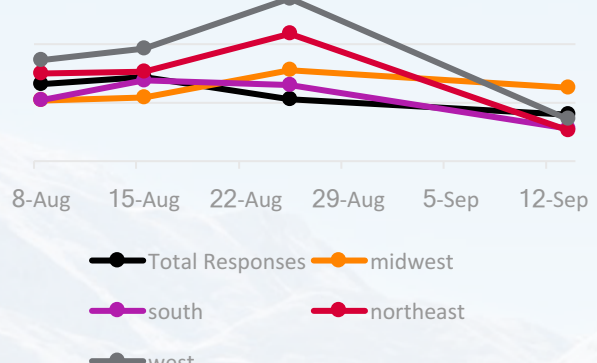
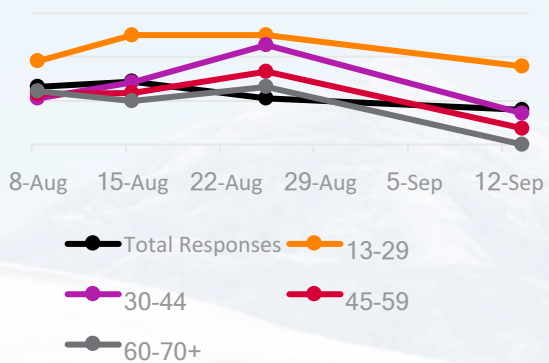
MORE COVERAGE
STORIES ABOUT THE ATHLETES
NOTHING



How often have you posted on your social media about the Olympics?



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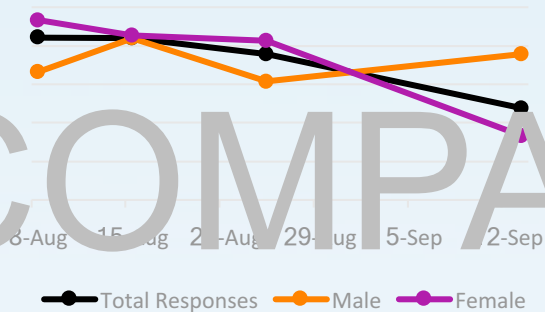


Source: USOC Survey Data. Combination of 'daily' and '4-6 times a week' categories

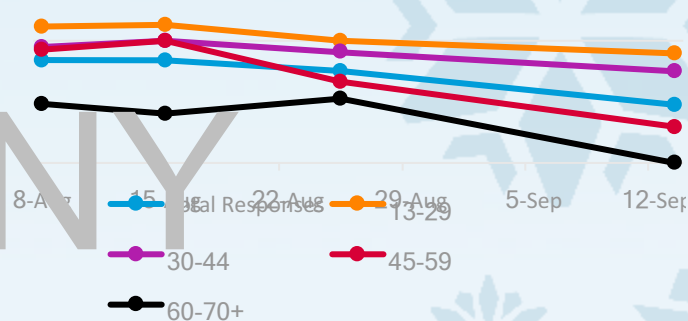
How often have you like/comment/share a post from an official Olympics account?

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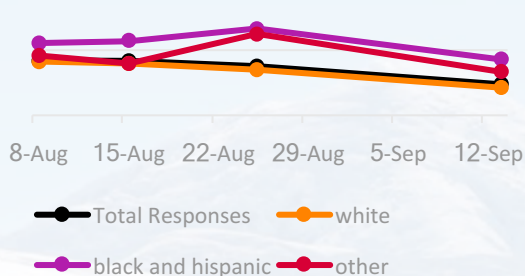
Gender



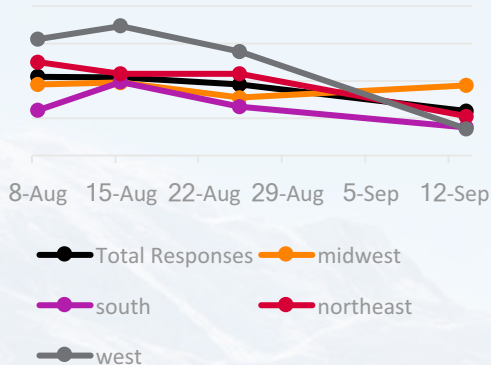
Age



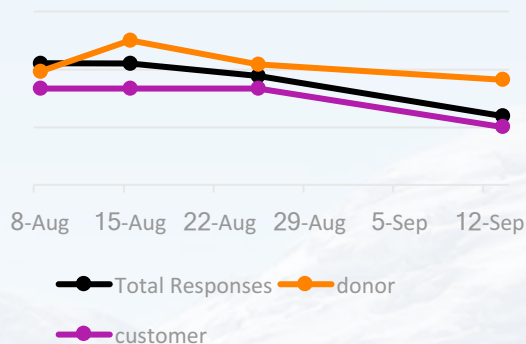
Race/Ethnicity



Region



Donor or Customer



Gender

How often have you discussed the Olympics with friends?

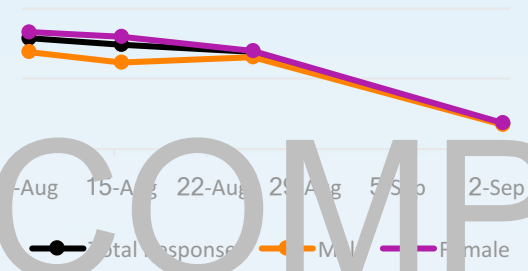
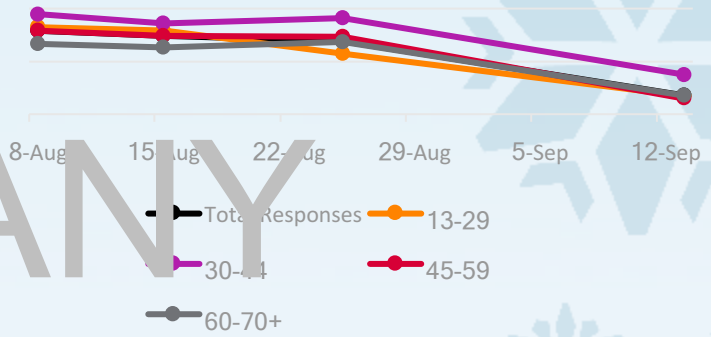
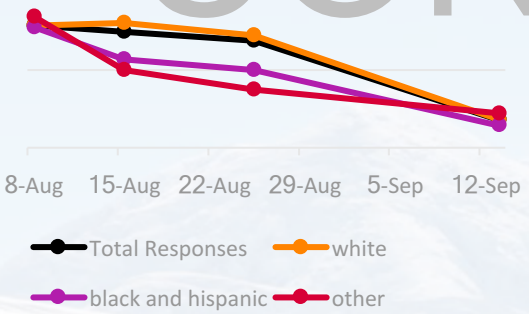


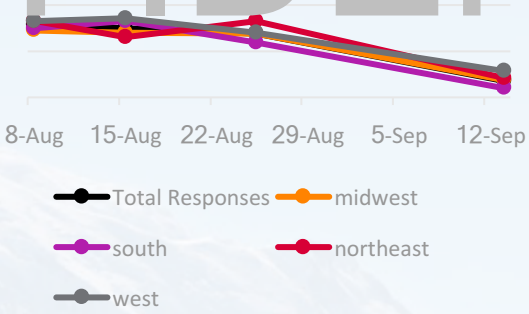
Chart Title



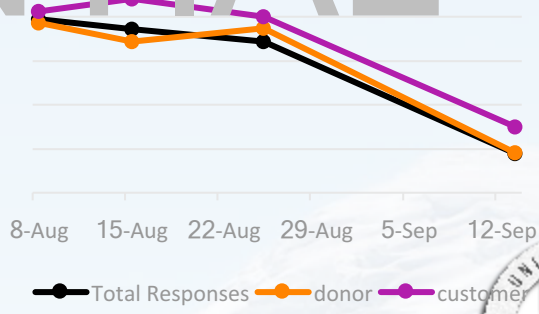
Race/Ethnicity



Region

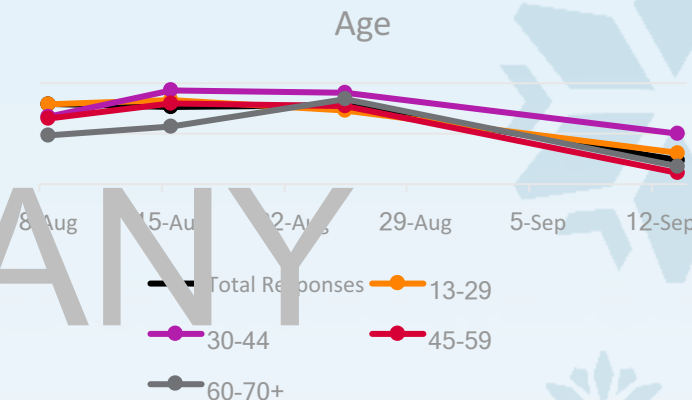
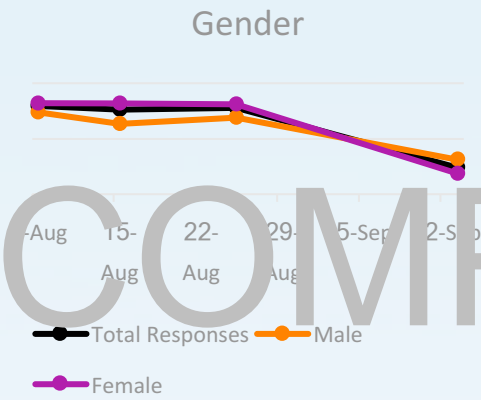


Donor or Customer

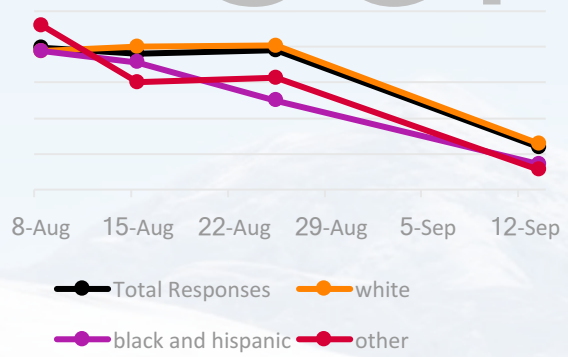


Source: USOC Survey Data. Combination of 'daily' and '4-6 times a week' categories

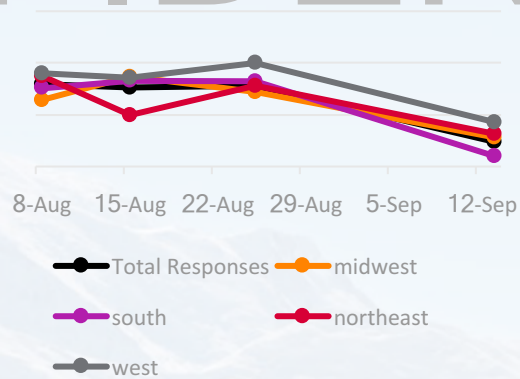
How often have you discussed with Olympics with family?



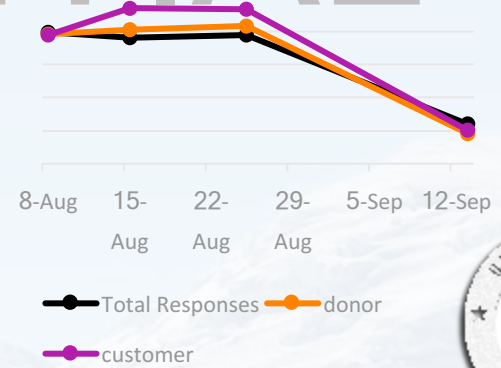
Race/Ethnicity



Region



Donor or Customer

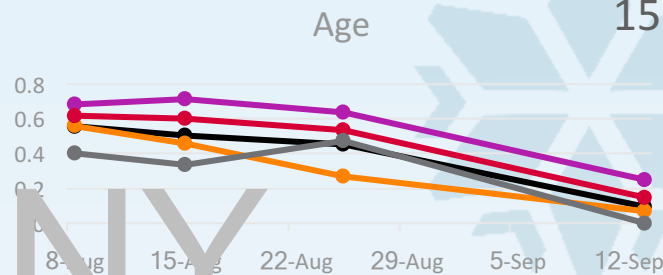
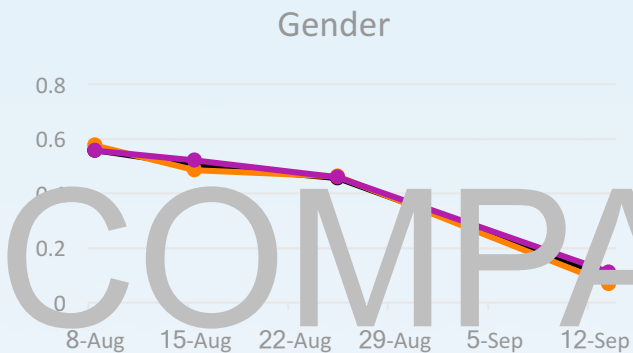


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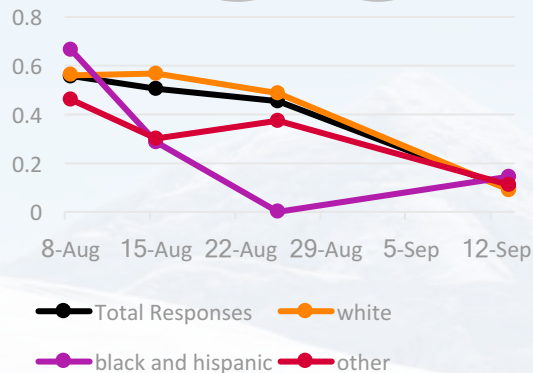


Source: USOC Survey Data. Combination of 'daily' and '4-6 times a week' categories

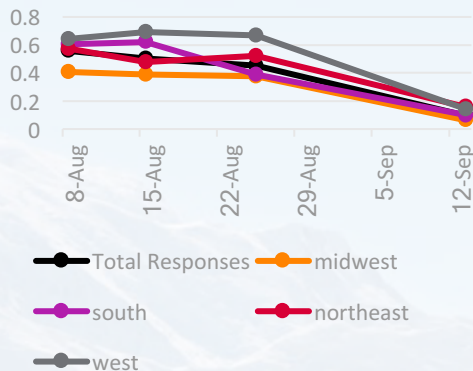
How often have you discussed the Olympics with coworkers?



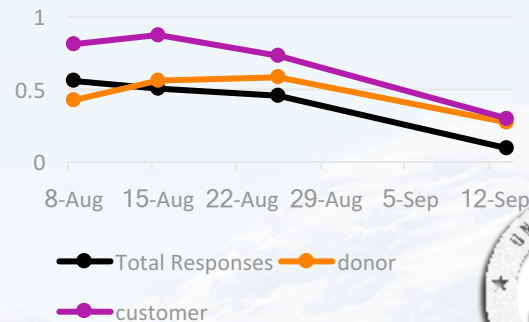
Race/Ethnicity



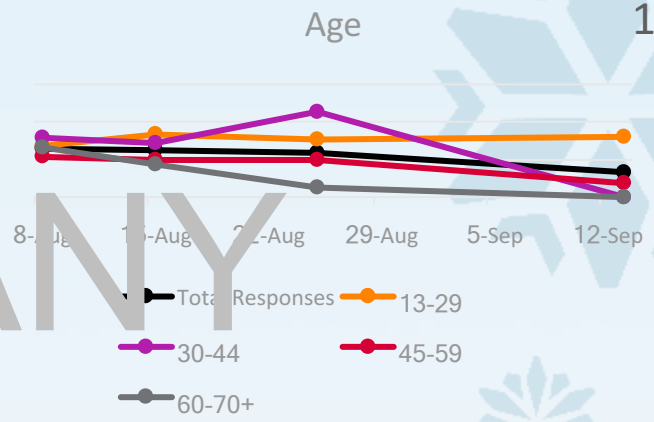
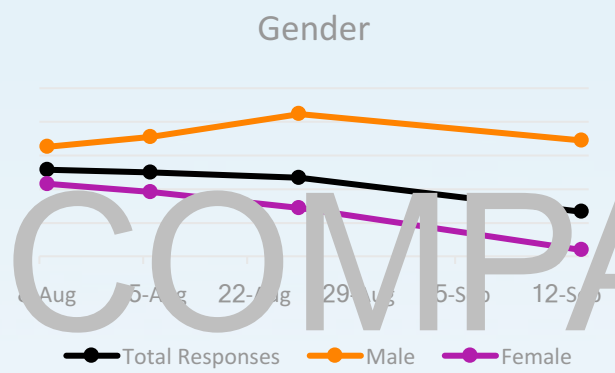
Region



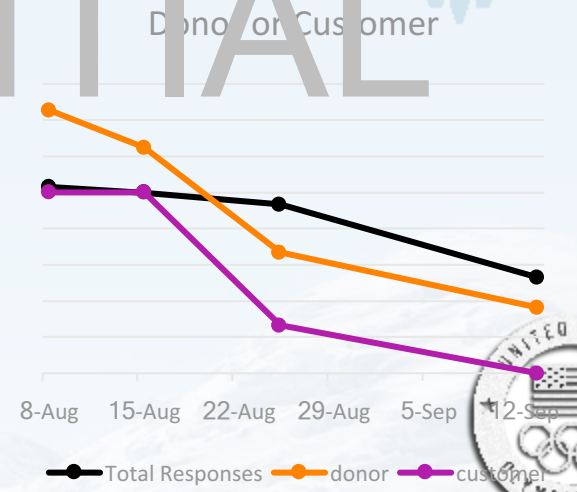
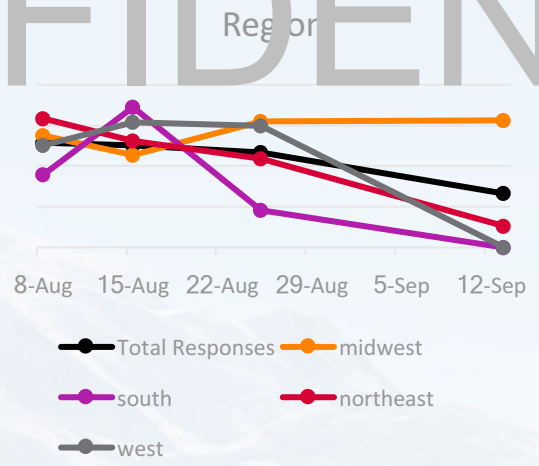
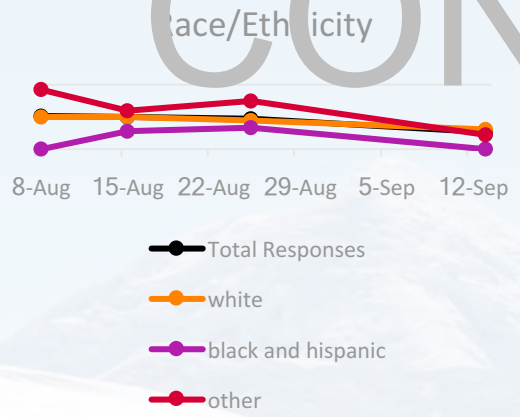
Donor or Customer



How often have you visited TeamUSA.org?



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Source: USOC Survey Data. Combination of 'daily' and '4-6 times a week' categories

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MEMORABLE MOMENT:
RYAN LOCHTE

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Wave 3: August 25:

9/90 People noted Ryan Lochte as a memorable moment



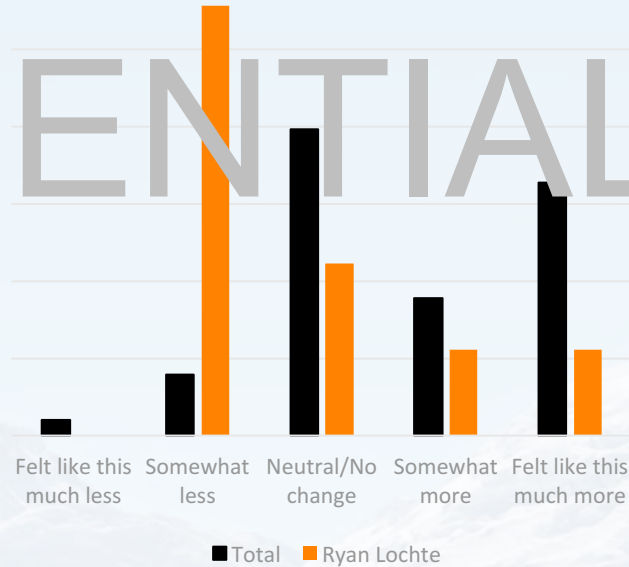
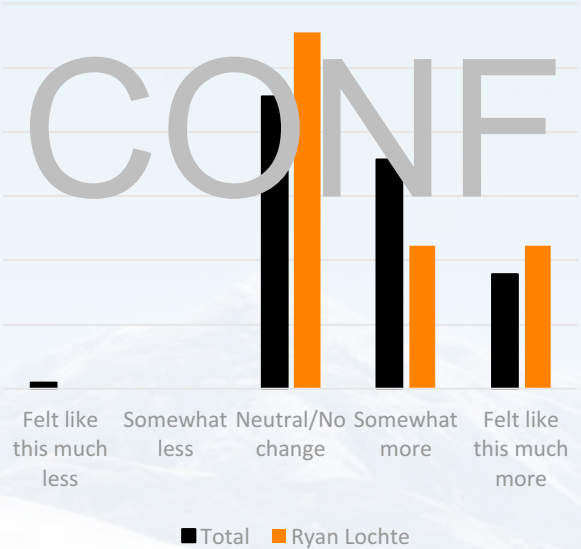
Wave 3: Was there a memorable moment over the past week?



How have your feelings of inspiration changed over the past week? If you mentioned Ryan Lochte as something Memorable

How have your feelings of pride changed over the past week? If you mentioned Ryan Lochte as something Memorable

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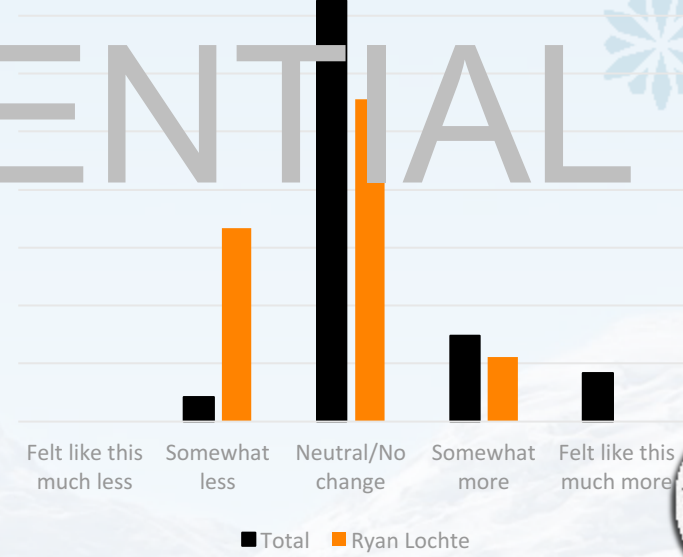
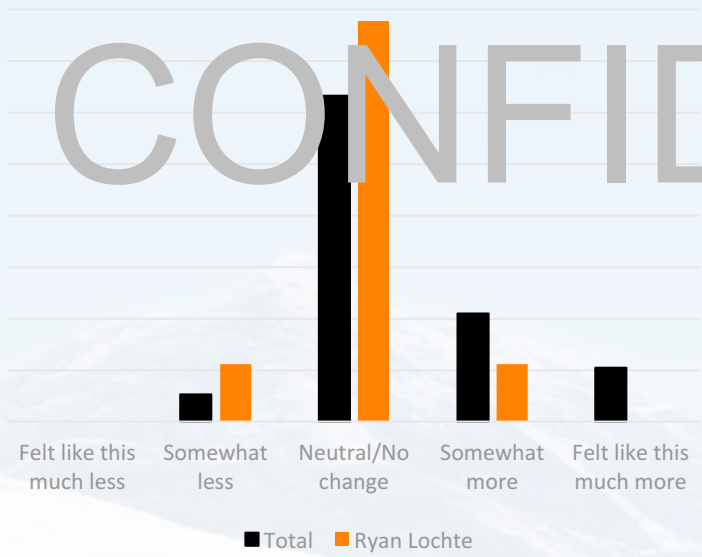
Source: Wave 3. Those who noted Ryan Lochte as a memorable moment.

How have your feelings of worldliness changed over the past week? If you mentioned Ryan Lochte as something Memorable

How have your feelings of responsibility changed over the past week? If you mentioned Ryan Lochte as something Memorable

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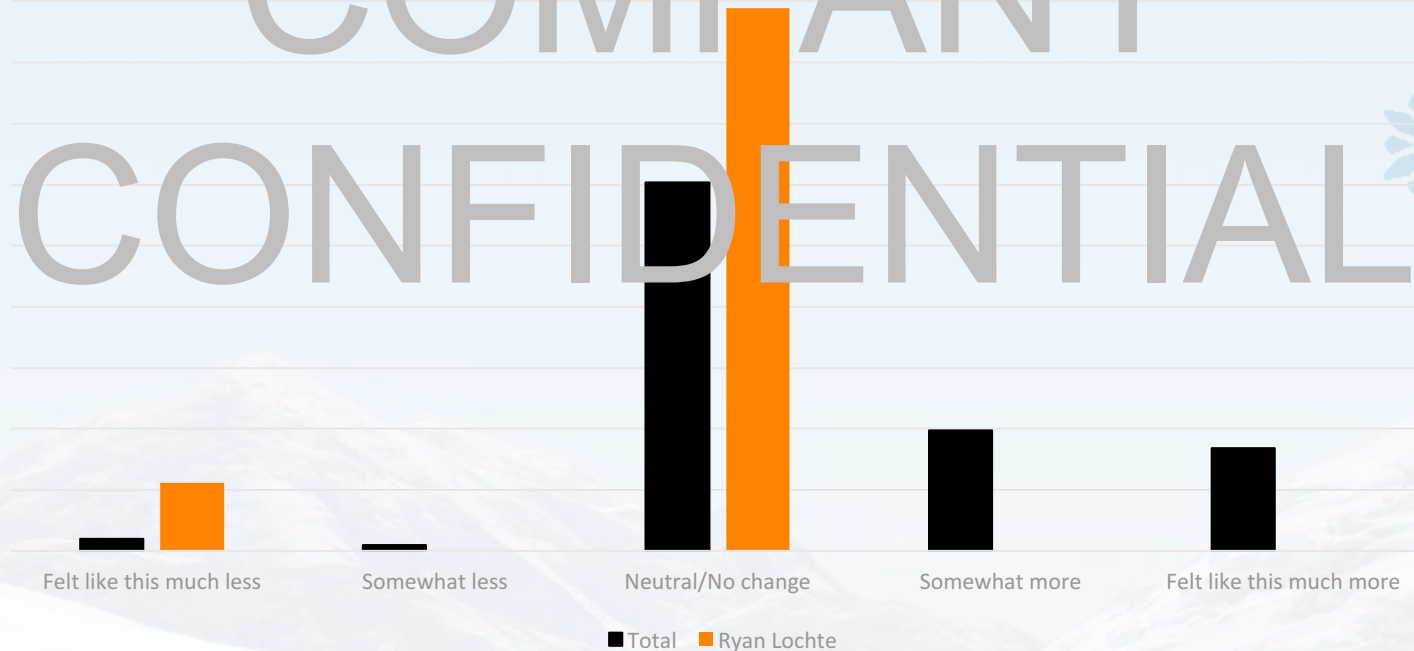


Source:Wave 3. Those who noted Ryan Lochte as a memorable moment.



How have your feelings of connectedness changed over the past week? If you mentioned Ryan Lochte as something Memorable

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Source: Wave 3. Those who noted Ryan Lochte as a memorable moment.

Wave 4: September 13:

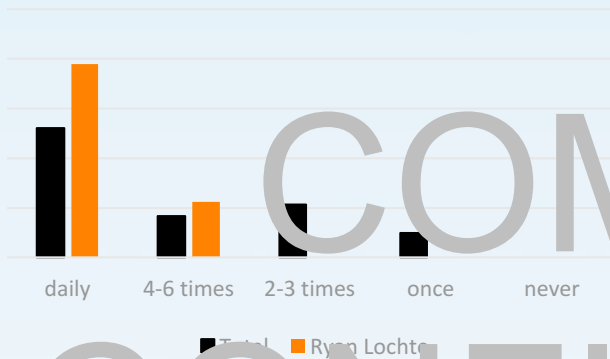
4/82 people noted Ryan Lochte as a memorable moment

There was only 1 person who mentioned it in both Wave 3 and then again in Wave 4

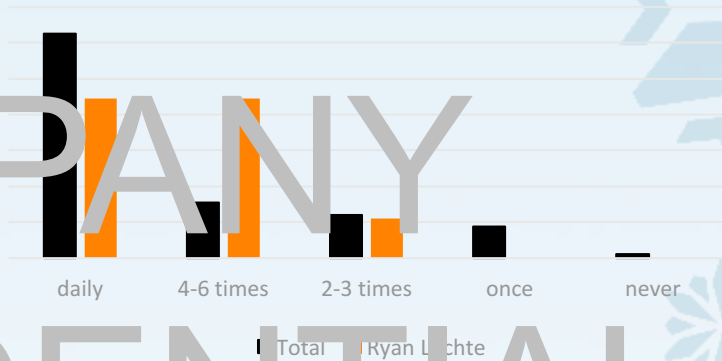
Ride wasn't affected this week. But among these 4 people the feelings that were felt much less were: inspired, energized, and committed. I don't think these are solely because of Lochte.



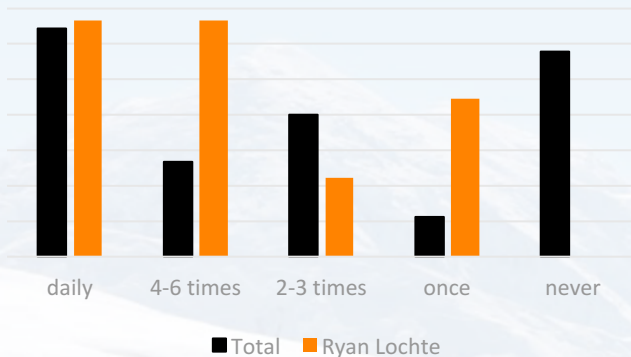
Discuss with Friends



Discuss with Family



Discuss with Coworkers



In Wave 4, those who noted Ryan Lochte as a memorable moment mostly never discussed with family, friends, or coworkers. Again, that may not be solely because of that situation.



Source: Wave 3. Those who noted Ryan Lochte as a memorable moment.

Would you say Team USA in Rio was Better Than Previous Olympic Teams, The Same As Previous Olympic Teams or Worse Than Previous Olympic Teams?

