

# I Would But...

## The Data Will Be Different!

Melanie Courtright

Vice President, Research Now, US



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**#NewMR**

Melanie Courtright, Research Now, USA  
Explode-a-Myth, 17 May 2013

# But... It Wasn't!



<b>Sports / Olympics Attitudes</b>	<b>Mobile (Mean)</b>	<b>Web (Mean)</b>
I am only interested in major sporting events	2.95	2.97
I love watching all sports	3.11	3.14
Sports really don't interest me	2.18	2.17
Watching / engaging in sports is important to me	3.51	3.56
There are more important things in life than sports	3.57	3.56
The Olympics will increase my interest in sports	3.24	3.31
I will watch the Olympics with friends and family	3.66	3.72
There are more important things in the World than the Olympics	3.60	3.59

<b>Smoking</b>	<b>Mobile (Percent)</b>	<b>Web (Percent)</b>
Everyday	15.1%	14.2%
Some Days	7.8%	6.5%
Not at all	77.1%	78.1%

<b>Olympics Following Methods</b>	<b>Mobile (Percent)</b>	<b>Web (Percent)</b>
Television	92%	91%
Newspapers	42%	40%
News website(s)	33%	36%
Radio	31%	32%
Sport website(s)	23%	25%
Mobile phone apps/applications	13%	15%

**30K global completes, single sample source, dual mode, with each mode weighted to age, gender, income, and ethnicity.**

# Thank you!



**Melanie Courtright**

Twitter: @melcourtright

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