

YouGov_Internal_Marketing Olympia

Stichprobengröße: 2248

Feldzeit: 26. - 29.07.2024



| Gesamt | Geschlecht | | Alter ab 18 kategorisiert | | | | |
|--------|------------|----------|---------------------------|-----------------|-----------------|-----------------|--------------------|
| | männlich | weiblich | 18 bis 24 Jahre | 25 bis 34 Jahre | 35 bis 44 Jahre | 45 bis 54 Jahre | 55 Jahre und älter |
| | A | B | C | D | E | F | G |

Olympia_1. Am Freitag, 26. Juli 2024, starten die Olympischen Sommerspiele 2024 in Paris. Wenn Sie Olympia im TV / Stream verfolgen, welche Aussage trifft dabei am ehesten auf Sie zu?

| Alle Befragten | | | | | | | | |
|---|------|------|------|------|------|------|------|------|
| Basis Brutto | 2248 | 1093 | 1155 | 206 | 338 | 328 | 448 | 928 |
| Basis Netto | 2248 | 1093 | 1155 | 206 | 338 | 328 | 448 | 928 |
| Ich schaue nur bestimmte olympische Sportarten und wähle daher gezielt aus, was und wann ich schaue | 20% | 23% | 16% | 18% | 19% | 21% | 17% | 20% |
| | 439 | 250 | 189 | 38 | 63 | 70 | 78 | 189 |
| | | B | | | | | | |
| Ich schaue das, was gerade im TV / Stream übertragen wird, unabhängig von der Sportart | 15% | 18% | 11% | 19% | 21% | 16% | 13% | 11% |
| | 326 | 194 | 132 | 39 | 72 | 53 | 58 | 105 |
| | | B | | G | F.G | G | | |
| Mal so, mal so | 17% | 20% | 15% | 15% | 16% | 14% | 16% | 20% |
| | 391 | 213 | 177 | 31 | 55 | 47 | 70 | 188 |
| | | B | | | | | | E.F |
| Trifft nicht zu – ich schaue gar kein Olympia im TV / Stream | 45% | 37% | 52% | 44% | 38% | 39% | 50% | 47% |
| | 1010 | 408 | 602 | 91 | 128 | 130 | 225 | 435 |
| | | | A | | | | D.E | D.E |
| Weiß nicht / keine Angabe | 4% | 3% | 5% | 4% | 6% | 9% | 4% | 1% |
| | 83 | 28 | 55 | 7 | 19 | 28 | 17 | 11 |
| | | | A | G | G | F.G | G | |
| Summe | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 2248 | 1093 | 1155 | 206 | 338 | 328 | 448 | 928 |

Olympia_2. Welche sind Ihre Lieblingsdisziplinen von den insgesamt 32 Sportarten der Olympischen Sommerspiele?(Bitte wählen Sie maximal 5 Sportarten aus. Die Liste der Sportarten ist alphabetisch sortiert.)

Alle Befragten

| | | | | | | | | |
|---|------|------|------|-----|-------|-----|-----|---------|
| Basis Brutto | 2248 | 1093 | 1155 | 206 | 338 | 328 | 448 | 928 |
| Basis Netto | 2248 | 1093 | 1155 | 206 | 338 | 328 | 448 | 928 |
| Fußball | 24% | 34% | 14% | 19% | 30% | 22% | 21% | 25% |
| | 533 | 371 | 162 | 40 | 100 | 74 | 92 | 228 |
| | | B | | | C.E.F | | | |
| Leichtathletik | 22% | 25% | 20% | 13% | 14% | 19% | 21% | 30% |
| | 503 | 275 | 228 | 27 | 46 | 61 | 94 | 275 |
| | | B | | | | | C.D | C.D.E.F |
| Handball | 11% | 16% | 7% | 3% | 9% | 9% | 9% | 16% |
| | 254 | 178 | 76 | 7 | 29 | 30 | 41 | 148 |
| | | B | | | C | C | C | C.D.E.F |
| Wassersport (Schwimmen, Freiwasserschwimmen, Wasserspringen, Wasserball, Synchronschwimmen) | 11% | 10% | 12% | 11% | 8% | 10% | 12% | 13% |
| | 253 | 110 | 142 | 23 | 29 | 32 | 52 | 117 |
| Turnen (Gerätturnen, Rhythmische Sportgymnastik, Trampolinturnen) | 9% | 5% | 13% | 10% | 5% | 9% | 10% | 10% |
| | 200 | 53 | 147 | 20 | 17 | 30 | 45 | 89 |
| | | | A | | | D | D | D |
| Tennis | 8% | 10% | 7% | 12% | 10% | 9% | 7% | 8% |
| | 188 | 105 | 83 | 24 | 33 | 28 | 32 | 71 |
| | | B | | | | | | |
| Basketball (Basketball, 3x3 Basketball) | 8% | 12% | 4% | 9% | 14% | 9% | 8% | 5% |
| | 182 | 136 | 45 | 18 | 47 | 31 | 36 | 50 |
| | | B | | | F.G | G | | |
| Boxen | 7% | 10% | 4% | 7% | 13% | 9% | 5% | 4% |
| | 150 | 105 | 44 | 15 | 43 | 31 | 25 | 36 |
| | | B | | | F.G | F.G | | |
| Rudern | 7% | 8% | 5% | 3% | 4% | 4% | 6% | 9% |
| | 149 | 89 | 60 | 6 | 13 | 14 | 28 | 88 |
| | | B | | | | | | C.D.E.F |
| Bogenschießen | 5% | 7% | 4% | 9% | 10% | 6% | 5% | 3% |
| | 119 | 73 | 46 | 19 | 33 | 19 | 21 | 27 |

| | | | | | | | | |
|---|-----|----|----|-----|-------|-----|----|----|
| | | B | | G | F.G | G | | |
| Volleyball (Beachvolleyball, Volleyball) | 5% | 6% | 4% | 10% | 6% | 5% | 5% | 3% |
| | 109 | 66 | 43 | 22 | 19 | 18 | 23 | 28 |
| | | B | | F.G | G | G | | |
| Pferdesport (Vielseitigkeitsreiten, Dressurreiten, Springreiten) | 5% | 3% | 7% | 5% | 2% | 3% | 6% | 6% |
| | 108 | 33 | 75 | 10 | 5 | 11 | 25 | 57 |
| | | A | | D | | | D | D |
| Hockey | 4% | 6% | 2% | 3% | 5% | 4% | 4% | 4% |
| | 89 | 68 | 20 | 7 | 16 | 14 | 20 | 33 |
| | | B | | | | | | |
| Triathlon | 4% | 4% | 4% | 3% | 5% | 3% | 2% | 5% |
| | 87 | 45 | 42 | 5 | 18 | 11 | 11 | 42 |
| | | | | | F | | | |
| Gewichtheben | 4% | 6% | 2% | 4% | 8% | 7% | 2% | 2% |
| | 84 | 63 | 21 | 8 | 26 | 23 | 11 | 16 |
| | | B | | | F.G | F.G | | |
| Kanusport (Kanu-Rennsport, Kanu-Slalom) | 4% | 5% | 3% | 2% | 2% | 3% | 3% | 5% |
| | 80 | 49 | 31 | 4 | 8 | 9 | 15 | 44 |
| | | B | | | | | | |
| Fechten | 4% | 4% | 3% | 6% | 7% | 3% | 3% | 2% |
| | 79 | 44 | 34 | 12 | 25 | 11 | 14 | 17 |
| | | | | G | E.F.G | | | |
| Badminton | 3% | 4% | 3% | 7% | 5% | 5% | 3% | 1% |
| | 77 | 42 | 35 | 14 | 17 | 17 | 16 | 13 |
| | | | | G | G | G | G | |
| Radsport (BMX Freestyle, BMX Race, Straßenradspport, Bahnradspport) | 3% | 5% | 2% | 1% | 4% | 4% | 3% | 3% |
| | 75 | 51 | 24 | 3 | 12 | 13 | 15 | 32 |
| | | B | | | | | | |
| Golf | 3% | 5% | 1% | 5% | 7% | 3% | 2% | 2% |
| | 68 | 51 | 17 | 11 | 24 | 9 | 8 | 16 |
| | | B | | F.G | E.F.G | | | |
| Tischtennis | 3% | 4% | 2% | 4% | 5% | 4% | 3% | 2% |
| | 66 | 44 | 22 | 9 | 15 | 12 | 15 | 16 |
| | | B | | | G | G | | |
| Moderner Fünfkampf | 3% | 2% | 4% | 1% | 1% | 3% | 3% | 4% |
| | 64 | 21 | 43 | 2 | 3 | 9 | 13 | 37 |
| | | | A | | | | D | D |

| | | | | | | | | |
|--|------|------|------|------|-------|-------|------|-------|
| Schießen | 3% | 4% | 1% | 1% | 2% | 4% | 3% | 3% |
| | 57 | 41 | 16 | 1 | 6 | 12 | 13 | 25 |
| | | B | | | | | | |
| Breaking | 2% | 2% | 2% | 3% | 7% | 3% | 2% | 1% |
| | 52 | 25 | 27 | 7 | 22 | 9 | 8 | 5 |
| | | | | G | E.F.G | G | G | |
| Klettern | 2% | 2% | 2% | 3% | 3% | 2% | 3% | 1% |
| | 46 | 26 | 20 | 6 | 11 | 6 | 12 | 11 |
| | | | | | G | | | |
| Judo | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% |
| | 43 | 25 | 18 | 1 | 11 | 6 | 11 | 14 |
| Surfen | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 1% |
| | 41 | 15 | 26 | 5 | 10 | 5 | 9 | 12 |
| | | | | | G | | | |
| Segeln | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 2% |
| | 36 | 21 | 15 | 3 | 4 | 5 | 7 | 17 |
| Taekwondo | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% |
| | 28 | 18 | 10 | 4 | 5 | 6 | 4 | 9 |
| Skateboarding | 1% | 1% | 2% | - | 2% | 2% | 2% | 1% |
| | 27 | 8 | 19 | - | 6 | 5 | 10 | 6 |
| | | | | | G | | G | |
| Rugby (7er-Rugby) | 1% | 2% | 1% | 0% | 1% | 1% | 1% | 1% |
| | 26 | 19 | 7 | 1 | 4 | 5 | 6 | 11 |
| | | B | | | | | | |
| Ringen (Griechisch-römisches Ringen, Freistil-Ringen) | 1% | 2% | 0% | 2% | 1% | 1% | 1% | 0% |
| | 22 | 17 | 5 | 5 | 4 | 3 | 6 | 4 |
| | | B | | G | | | | |
| Trifft nicht zu – ich habe keine Lieblingssportarten bei den Olympischen Sommerspielen | 41% | 32% | 48% | 36% | 29% | 33% | 43% | 48% |
| | 914 | 354 | 560 | 73 | 97 | 108 | 194 | 441 |
| | | | A | | | | D.E | C.D.E |
| Weiß nicht / keine Angabe | 4% | 3% | 6% | 5% | 5% | 10% | 4% | 2% |
| | 94 | 30 | 64 | 10 | 17 | 32 | 19 | 17 |
| | | | A | G | G | D.F.G | G | |
| Summe | 218% | 245% | 193% | 204% | 230% | 215% | 212% | 221% |

4902

2676

2226

419

777

707

949

2051