

Winter X Games 13
On-Site Research & Sponsor Review

March 2009



Summary

METHODOLOGY

On-site research for Winter X Games 13 in Aspen, CO was conducted utilizing the “recruit and callback” methodology. At Winter X Games 13, a random sample of 847 attendees (no gender and age quotas were set) was recruited to complete a short survey on-site. Those respondents were then asked for their participation in a follow-up telephone survey. The callback survey was completed with 254 of those respondents.

The following report includes data collected from this year’s research, as well as, where appropriate, a comparison between 2009 data and 2008 results.

GETTING TO WINTER X GAMES 13

Repeat Visitors: The majority of respondents (56%) indicated that they had attended the Winter X Games previously.

Attendance by Groups: The average attendee group size was 6.6 people.

Travel to Aspen: The vast majority of the respondents (84%) drove to the Winter X Games, with over half (54%) coming from 100 miles away or more.

Intention to Attend: Over three-fourths of respondents (78%) had come specifically to see Winter X Games 13, with roughly six in ten (59%) indicating that they had come to see a specific sport or competitor.

Who Attended: Compared to Winter X Games 12 attendees last year, results show that attendees in Aspen this year skewed slightly more male (57% male in 2008 vs. 65% male in 2009). While the median age was consistent from year-to-year, there was growth in the 18-24 age group (from 33% in 2008 to 45% in 2009) and a drop in the 35+ age group (from 14% in 2008 to 3% in 2009). Just over two in ten respondents (22%) reported HH incomes of \$75,000 or more, down somewhat from results seen in 2008 (35%).

WINTER X GAMES 13 EXPERIENCE

They Had a Great Time: When asked how they would rate Winter X Games 13, the majority (59%) of callback respondents gave the event the highest rating (“excellent”) and the vast majority (91%) felt that it was either “excellent” or “very good.” Positive response to this question was among the strongest on record.

A Valuable Experience: As a way of deducing the value that attendees placed on the Winter X Games 13 experience, respondents were asked if they would have been willing to pay for a single-day general admission separate from the cost of a lift ticket; a series of potential price points was provided. Roughly one-fourth of respondents (26%) were not willing to pay anything, which represents a steep increase from 2008 results (16%). Roughly three-fourths of respondents (74%) were willing to pay at least \$5, and just over one-half (53%) were willing to pay at least \$10.

Strong Perception of Winter X Games 13: An important factor contributing to the enjoyment (and attendance) of the event is spectators’ awareness of the quality of the competition and the importance the Winter X Games hold for these athletes. More than eight in ten (83%) attendees agreed that these Games “are the most important event for athletes competing in winter extreme sports.” When it came to agreeing that Winter X Games 13 was “the best place to see the top competitors” in these types of sports, the vast majority of respondents agreed (91%).

WINTER X GAMES 13 SPONSORS

During the telephone interview, respondents were asked about whom they consider to be the main sponsor of the Games, with a follow-up asking for the names of additional sponsors involved with the games. Respondents were also quizzed on whether or not they recognized sponsors they had not mentioned in the unaided section of the questionnaire.

Positive Association: When we asked whether sponsorship of Winter X Games 13 made respondents feel more favorable or less favorable towards the sponsors, or if the sponsorship had no effect, just over one-half of respondents (52%) indicated feeling more favorable. When asked the same question, but this time in reference specifically to long-term sponsors, this figure rose to 59%. Additionally, nearly one-half of respondents indicated being more interested (44%) in purchasing from sponsor companies.

Sponsors' Image: Eight in ten respondents indicated that sponsors have an appealing image to younger people (80%), while roughly three-fourths agreed that Winter X Games 13 sponsors were providing the funding necessary for the event to take place (74%). This demonstrates that respondents understand the roles and contributions of sponsors to be more than simply advertisers. The majority of respondents also felt that sponsoring Winter X Games 13 made the company look more professional (72%) and agreed that sponsorship made them feel good about the company (63%) and made the company a leader in its industry (58%). Finally, nearly over one-third of respondents indicated a desire to shop at sponsors' stores (37%) and to purchase sponsors' products (36%) as a result of their involvement with the Games.

X Fest: We asked each respondent if they had visited the X Fest (Sponsor area where free samples and literature were handed out). Nearly two-thirds of respondents (63%) confirmed having done so. We asked those who had visited the X Fest if they felt more favorable or less favorable towards the sponsors who participated. The majority (57%) felt more favorable, with almost no respondents (3%) feeling less favorable towards these companies/brands. We also asked for a rating of the X Fest from those who had visited it. Roughly two-thirds (64%) gave it a score of "excellent" or "very good." Only 7% gave it a score of "fair" or "poor."

Our Respondents

Compared to Winter X Games 12 attendees in Aspen last year, results show that 2009 attendees skewed slightly more male (65% male in 2009 vs. 57% male in 2008). While the median age was consistent from year-to-year, there was a considerable drop in the 35+ age group (from 14% 2008 to 3% 2009) and an increase in the 18-24 age group (from 33% 2008 to 45% 2009).

2008			
	Total	Male	Female
12+	835	473	362
Horz %		57%	43%
12-17	368	211	157
Vert %	44%	45%	43%
Horz %		57%	43%
18-24	275	150	125
Vert %	33%	32%	35%
Horz %		55%	45%
25-34	77	50	27
Vert %	9%	11%	7%
Horz %		65%	35%
35+	115	62	53
Vert %	14%	13%	15%
Horz %		54%	46%

Median= 18

2009			
	Total	Male	Female
12+	847	552	295
Horz %		65%	35%
12-17	379	253	126
Vert %	45%	46%	43%
Horz %		67%	33%
18-24	382	251	131
Vert %	45%	45%	44%
Horz %		66%	34%
25-34	64	37	27
Vert %	8%	7%	9%
Horz %		58%	42%
35+	22	11	11
Vert %	3%	2%	4%
Horz %		50%	50%

Median= 18

Survey Respondents by Income

We asked respondents ages 18 years and older about their total household income (before taxes). Over one in five respondents (22%) reported HH incomes of \$75,000 or more. Perhaps not surprisingly, income tends to be higher among older adults (ages 35+), with two-thirds (67%) including themselves in the \$75,000-plus group.

Total HH Income Before Taxes*					
	Total	Less than \$40,000	\$40,000-\$74,999	\$75,000-\$99,999	\$100,000 Plus
18+	176	102	36	14	24
Horz %		58%	20%	8%	14%
18-34	161	100	33	10	18
Vert %	91%	98%	92%	71%	75%
Horz %		62%	20%	6%	11%
35+	15	2	3	4	6
Vert %	9%	2%	8%	29%	25%
Horz %		13%	20%	27%	40%

*Income data has been re-percentage based off those who gave an answer. HH Income was only asked of those ages 18+

Survey Respondents by Education

Not surprisingly, education level typically correlates to respondent age. As is to be expected with a sample whose median age is 18, the majority of attendees' educations were thus far limited to either some high school or a high school or vocational degree. Among those respondents who were 35 years or older, nearly three-fourths (73%) indicated being college graduates or having at least some post-graduate education.

	Total	Some HS or less	HS Grad/ Vo-Tech	Some College	College Grad/Post Grad
12+	847	383	86	231	142
Horz %		45%	10%	27%	17%
12-34	825	383	85	228	126
Vert %	97%	100%	99%	99%	89%
Horz %		46%	10%	28%	15%
35+	22	0	1	3	16
Vert %	3%	0%	1%	1%	11%
Horz %		0%	5%	14%	73%

Survey Respondents by Marital Status

We asked those attendees ages 18 years and older about their marital status. Not surprisingly considering the young age of most attendees, the vast majority (83%) were single.

	Total*	Married	Living with Someone	Single	Divorced
18+	149	8	16	123	1
Horz %		5%	11%	83%	1%
18-34	142	6	14	122	0
Vert %	95%	75%	88%	99%	0%
Horz %		4%	10%	86%	0%
35+	7	2	2	1	1
Vert %	5%	25%	13%	1%	100%
Horz %		29%	29%	14%	14%

*Base: Callback study respondents 18 years or older

Survey Respondents by Occupation

Also not surprising considering the median age, the majority of attendees (70%) indicated being students.

	Total*	Professional/ Administrative/ Managerial	Student	Sales/Clerical	Craft/Service/ Technical/Laborer
12+	254	17	179	15	24
Horz %		7%	70%	6%	9%
12-34	247	15	179	13	23
Vert %	97%	88%	100%	87%	96%
Horz %		6%	72%	5%	9%
35+	7	2	0	2	1
Vert %	3%	12%	0%	13%	4%
Horz %		29%	0%	29%	14%

*Base: Callback study respondents only

Survey Respondents who Have Children

Very few respondents (2%) indicated having children under the age of 18.

	Total*	Have Children ages <18	Have Children ages <12	Have Children ages 12-17
18+	149	3	2	1
Horz %		2%	1%	1%
18-34	142	2	2	0
Vert %	95%	67%	100%	0%
Horz %		1%	1%	0%
35+	7	1	0	1
Vert %	5%	33%	0%	100%
Horz %		14%	0%	14%

*Base: Callback study respondents ages 18+ only

Survey Respondents who are Hispanic

More than one in ten attendees (12%) confirmed being Hispanic. One-half (50%) of Hispanics indicated being between the ages of 12 and 17.

	Total	Hispanic	Non-Hispanic	Refused
12+	847	100	728	19
Horz %		12%	86%	2%
12-17	379	50	318	11
Vert %	45%	50%	44%	58%
Horz %		13%	84%	3%
18-34	446	49	389	8
Vert %	53%	49%	53%	42%
Horz %		11%	87%	2%
35+	22	1	21	0
Vert %	3%	1%	3%	0%
Horz %		5%	95%	0%

Getting to Winter X Games 13

Despite Aspen hosting the Winter X Games since 2002, the event still draws a significant number of first-time attendees (44%). Nearly six in ten (57%) respondents had visited the Aspen Snowmass area in the winter time before, down from 2008 results (64%).

“Have you been to the Winter X Games in previous years or is this your first time?”

	2008 (%)	2009 (%)
Been Previously	59	56
First Time	41	44

“Have you been to Aspen Snowmass in the winter time before?”

	2008 (%)	2009 (%)
Yes	64	57
No	36	43

Nearly two-thirds (63%) of respondents had been at Winter X Games 13 for at least two hours at the time of the recruitment interview. During re-contact interviews, nearly seven in ten respondents (69%) indicated having attended multiple days.

“How long have you been at the Winter X Games?”

	2008 (%)	2009 (%)
1-2 Hours	27	37
2-4 Hours	54	48
4+ Hours	19	15

“How many days did you attend the Winter X Games?”

	2008 (%)	2009 (%)
1 Day	27	31
2 Days	28	26
3 Days	27	25
4+ Days	18	19

Mean group size was 6.6 people, and the percentage of respondents attending with six or more additional people (39%) was up from 2008 results (30%).

“Including yourself, how many people attended the Winter X Games with you?”

	2008 (%)	2009 (%)
Here alone	0	0
1	3	2
2	15	13
3	17	16
4	20	18
5	16	13
6+	30	39
AVERAGE (MEAN)	6.3	6.6

The vast majority of the respondents (84%) drove to the Winter X Games, with the majority of respondents (54%) coming from distances 100+ miles. This is somewhat higher than the percentage traveling from 100+ miles away in 2008 research (44%), though the majority of respondents continued to be from within Colorado (77% 2008 vs. 79% 2009).

“Did you drive or fly to the Winter X Games?”

	2008 (%)	2009 (%)
Drive	86	84
Fly	8	5
Both	1	1
Neither	4	10

“Approximately how far did you travel to get to the Winter X Games?”

	2008 (%)	2009 (%)
Less than 30 miles	15	16
30-60 miles	14	11
60-100 miles	26	12
100+ miles	44	54

Residence

	2008 (%)	2009 (%)
Roaring Fork	31	30
Front Range	21	23
Other Colorado	26	25
Outside Colorado	23	21

Hotel/lodge stays were up somewhat compared to those observed among Winter X Games 12 respondents (28% 2008 vs. 34% 2009). Those who stayed in a hotel stayed an average of 2.9 nights. A total of 18% of respondents stayed within the Aspen Snowmass Village (up 50% from 12% in 2008), while 14% stayed elsewhere in Aspen.

“Did you stay in a hotel or lodge while attending the Winter X Games?”

	2008 (%)	2009 (%)
Yes	28	34
No	72	67
AVERAGE # of nights*	2.4	2.9

*Base: Of those who stayed in hotel/lodge

“Where was the location of the hotel/lodge you stayed in?”

	2008 (%)	2009 (%)
Aspen Snowmass Village	12	18
Aspen	17	14
Other	71	68

*Base: Of those who stayed in hotel/lodge

Attending Winter X Games 13 was clearly a planned activity, with over three-fourths of respondents (78%) indicating that they had come specifically to see the Games; this is comparable to 2008 results (76%).

“Did you come here specifically to see the Winter X Games, or would have come here anyway?”

	2008 (%)	2009 (%)
Specifically to see Winter X Games	76	78
Would have come anyway	24	22

During on-site recruiting interviews, the majority (86%) indicated they were there to strictly watch the Winter X Games; this level was identical to 2008 results.

“Are you here today to primarily ski, snowboard or to just watch the Winter X Games?”

	2008 (%)	2009 (%)
Just to watch the Winter X Games	86	86
Just to snowboard	8	8
Just to ski	4	5
Ski and snowboard	2	1

Respondents mentioned a variety of ways that they had heard about Winter X Games 13. The largest percentage (by a considerable margin) got their information from word of mouth (66%), followed by ESPN (20%). Word of mouth was a considerably stronger source of awareness than in 2008 testing (52% 2008 vs. 66% 2009).

“How did you hear about the Winter X Games?”

	2008 (%)	2009 (%)
ESPN	20	20
ESPN 2	3	2
Other National TV	6	8
National Print Ads	1	<1
National Radio	2	1
Internet	2	2
Local media	15	11
Word of mouth	52	66
Previous attendance at Winter X Games	6	6
Live here	4	1
Sponsor promotion	1	1
Other (Net)	1	<1

Roughly six in ten respondents (59%) indicated that they had come to see a specific sport or competitor.

“Did you come to the Winter X Games to watch any specific competitors or sports?”

	2008 (%)	2009 (%)
Yes	64	59
No	36	41

The respondents were equally likely to indicate having come to see a specific sport (59%) or athlete (54%). While slightly less likely to have come to see a specific sport than 2008 respondents (64%), 2009 respondents were considerably more likely to have come to see a specific competitor than their 2008 counterparts (37%).

“What sport or competitor did you come to see?”

	2008 (%)	2009 (%)
Sports Mentions (Net)	64	59
Snowboarding (SuperPipe)	46	
MEN'S Snowboarding (SuperPipe)		42
WOMEN'S Snowboarding (SuperPipe)		17
Snowboarding (Slopestyle)	25	
MEN'S Snowboarding (Slopestyle)		31
WOMEN'S Snowboarding (Slopestyle)		14
Snowboarding (Big Air)	18	26
Snowboarding (Snowboarder X)	16	
MEN'S Snowboarding (Snowboarder X)		16
WOMEN'S Snowboarding (Snowboarder X)		3
Snowmobiling (SnoCross)	13	52
Snowmobiling (Freestyle)	14	18
Snowmobiling (Best Trick)		13
Snowmobiling (Speed & Style)	6	11
Skiing (SuperPipe)	14	
MEN'S Skiing (SuperPipe)		17
WOMEN'S Skiing (SuperPipe)		9
Skiing (Big Air)	13	13
Skiing (Slopestyle)	13	
MEN'S Skiing (Slopestyle)		5
WOMEN'S Skiing (Slopestyle)		3
Skiing (Skier X)	7	
MEN'S Skiing (Skier X)		5
WOMEN'S Skiing (Skier X)		3
Skiing (Mono X)	6	3
Athlete Mentions (Net)	37	54
Shaun White	22	38
Danny Kass	4	6
Tanner Hall	2	7
Simon Dumont	3	10
Gretchen Bleiler	3	6
Travis Rice	1	11
Levi LaValle	2	7
Hannah Teter	1	1
Tucker Hibbert	1	5
Peter Olenick	<1	1
Chris Burandt	1	2
Danny Davis	<1	2
Sarah Burke	-	2
Louie Vito	-	2
All of them	2	1

*Base: Came to see specific competitor or sport

Winter X Games 13 Experience

When asked how they would rate Winter X Games 13, roughly six in ten (59%) of the callback sample chose the highest rating (“excellent”) and roughly nine out of ten (91%) felt that it was either “excellent” or “very good.” Positive response to this question was among the strongest on record.

“Overall, how would you rate the Winter X Games?”

	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)	2007 (%)	2008 (%)	2009 Recruit (%)	2009 Call-bk (%)
Excellent	67	60	50	56	56	51	56	50	59
Very Good	27	31	32	33	33	39	30	32	32
↑ Top 2 Box	94	91	82	89	89	90	86	82	91
Good	6	7	15	9	9	8	9	16	7
↓ Bottom 2 Box	1	3	3	2	2	2	5	2	2
Fair	1	3	3	2	2	2	4	2	1
Poor	-	-	-	-	-	-	1	<1	1

The top general comments towards why respondents rated the Games “excellent” could be categorized as:

	2008 (%)	2009 (%)
It was fun/enjoyable	30	37
Awesome overall	13	16
Great atmosphere	13	9
It was exciting / lots of action	8	6
Performances/skills were excellent	4	5
Big fan of extreme sports	1	5
Great time	7	4
Well organized	6	4
Cool seeing international athletes	4	3
Good times	4	3
Nice layout	2	2
Good view	1	2
First time going	6	1
Great crowd / great people	3	1

*Base: Rated Winter X Games 13 “excellent”

The following are some of the general comments aimed at improving the Games in the future:

	2008 (%)	2009 (%)
Need better view of competitions	4	7
Food was too expensive	4	6
Give away more free stuff	2	4
More & improved transportation	1	4
More food stations	8	3
More parking	7	3
More & bigger screens for viewing	5	3
More space	4	3
If they served beer	2	3
Have more advertising	1	3
Better schedule of events	3	2
Need more lodge areas	2	2
To be able to get closer to the course/events	1	2
More & different sponsors	1	2
Less time in between events	3	1
More restrooms	3	1
Security needs to control crowd more	3	1
Better parking	2	1
Better sound system	2	1

Respondents were asked to rate a specific list of amenities that were provided on-site at the event. The majority of spectators were either “extremely” or “somewhat satisfied” with each service. Atmosphere received the top satisfaction rating, with 87% choosing a Top 2 Box score. Improvement was seen this year for “Availability of bathrooms” (+7 points) and “Food quality” (+6 points). It is worth noting, however, that several amenities showed decreased levels of satisfaction this year; these included “Announcer sound quality” (-11 points), “Directions to where events are taking place” (-9 points), “Shuttle buses” (-8 points), “Music” (-6 points), “Schedule of events” (-6 points) and “Price of food” (-6 points).

“I am going to read you a list of amenities provided at the Winter X Games. For each one please rate on a scale of 1 to 5, 5 means you are ‘extremely satisfied’ and 1 means you are ‘not at all satisfied.’”

	2008 (%)	2009 (%)
Atmosphere		
Extremely/Somewhat satisfied - Top 2 Box	90	87
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	2	<1
Video screens to watch event competition		
Extremely/Somewhat satisfied - Top 2 Box	80	80
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	8	5
Music		
Extremely/Somewhat satisfied - Top 2 Box	82	76
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	5	5
Directions to where events were taking place		
Extremely/Somewhat satisfied - Top 2 Box	82	73
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	3	4
Schedule of events		
Extremely/Somewhat satisfied - Top 2 Box	78	72
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	6	6
Announcer sound quality		
Extremely/Somewhat satisfied - Top 2 Box	82	71
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	7	7
Shuttle buses		
Extremely/Somewhat satisfied - Top 2 Box	78	70
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	9	8
View of event competition		
Extremely/Somewhat satisfied - Top 2 Box	71	67
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	11	10
Availability of bathrooms		
Extremely/Somewhat satisfied - Top 2 Box	59	66
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	18	8
Lodge areas where you can go inside and warm up		
Extremely/Somewhat satisfied - Top 2 Box	62	61
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	16	13
Food quality		
Extremely/Somewhat satisfied - Top 2 Box	49	55
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	18	12
Location of parking lots		
Extremely/Somewhat satisfied - Top 2 Box	51	48
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	23	20
Access to food concessions		
Extremely/Somewhat satisfied - Top 2 Box	45	48
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	20	18

	2008 (%)	2009 (%)
Availability of parking		
Extremely/Somewhat satisfied - Top 2 Box	47	46
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	28	19
Price of food		
Extremely/Somewhat satisfied - Top 2 Box	28	22
Somewhat unsatisfied /Not at all satisfied – Bottom 2 Box	48	52

*Base: Those who responded for each amenity

The vast majority of Winter X Games attendees showed an interest in returning next year. Nearly three-fourths (73%) indicated they were “very likely” to return, with an additional 12% describing themselves as “likely” to return. Reported likelihood to return was nearly identical to results seen in 2008 research.

“What is the likelihood you will attend the Winter X Games in Aspen next year?”

	2008 (%)	2009 (%)
Very Likely	74	73
Likely	12	12
Likely (Net)	86	85
Not Sure	8	10
Unlikely	2	3
Very Unlikely	3	2

As a way of deducing the value that attendees placed on the Winter X Games 13 experience, respondents were asked if they would have been willing to pay for a single-day general admission separate from the cost of a lift ticket; a series of potential price points was provided.

Although the majority of respondents were willing to pay at least \$5 (74%) and roughly half would be willing to pay \$10 (53%), it is worth noting that the percentage of respondents unwilling to pay any admission fee grew considerably from 2008 findings (from 16% to 26%).

“At present there is no general admission fee to the Winter X Games. How much would you be willing to pay for a single-day general admission pass separate from the cost of a lift ticket? Would you be willing to pay...?”

	2008 (%)	2009 (%)
Willing to pay \$15	44	41
Willing to pay \$10	61	53
Willing to pay \$5	84	74
Not willing to pay	16	26

An important factor contributing to the enjoyment (and attendance) of the event is spectators' awareness of the quality of the competition and the importance the Winter X Games hold for these athletes. More than eight in ten respondents (83%) agreed that these Games are "the most important event for athletes competing in winter extreme sports." When it came to agreeing that Winter X Games 13 was "the best place to see the top competitors" in these types of sports, the vast majority of respondents agreed (91%). Top-box agreement with the statement regarding the event's importance to the competing athletes rose from 2008 findings (from 46% to 52%).

"The Winter X Games is the most important event for athletes who compete in winter extreme sports to take part in"

	2008 (%)	2009 (%)
Strongly Agree	46	52
Agree	33	30
Agree (Net)	79	83
Neutral	16	14
Disagree	2	2
Strongly Disagree	2	1

"The Winter X Games is the best place to see the top competitors in each winter extreme sport"

	2008 (%)	2009 (%)
Strongly Agree	63	66
Agree	29	25
Agree (Net)	92	91
Neutral	6	6
Disagree	1	2
Strongly Disagree	1	2

Another set of questions revolved around ESPN's motivation in staging the Winter X Games. Respondents were given three different motivations, and asked whether each was the main, non-main or not an important reason. The majority of respondents perceived all three provided motivations as main reasons for staging the Winter X Games. Compared to 2008 findings, 2009 respondents were more likely to label "To encourage interest in action/extreme sports" a main reason (66% 2008 vs. 73% 2009) but less likely to similarly describe "To get more viewers to watch ESPN & ESPN2" (68% 2008 vs. 59% 2009) and "To promote the names ESPN & ESPN2" (64% 2008 vs. 56% 2009).

Reasons Why ESPN Produces the Winter X Games

	2008 (%)	2009 (%)
To Encourage Interest in Action/Extreme Sports		
Main Reason	66	73
A Reason, Not the Main	22	23
Not an Important Reason	12	4
To Get More Viewers to Watch ESPN & ESPN2		
Main Reason	68	59
A Reason, Not the Main	23	30
Not an Important Reason	8	11
To Promote the Names ESPN & ESPN2		
Main Reason	64	56
A Reason, Not the Main	24	27
Not an Important Reason	11	17

In addition to the majority of respondents showing a better opinion of both the ESPN networks (58%) and Aspen Snowmass (63%) after attending the Winter X Games, almost none showed a negative reaction. Additionally, 2009 respondents were more likely than their 2008 counterparts to feel better about both the ESPN networks (52% 2008 vs. 58% 2009) and Aspen Snowmass (55% 2008 vs. 63% 2009) after attending the event.

Opinion of ESPN & ESPN2 after attending the Winter X Games

	2008 (%)	2009 (%)
Feel Better	52	58
Not As Good	<1	2
About the Same	48	40

Opinion of Aspen Snowmass after attending the Winter X Games

	2008 (%)	2009 (%)
Feel Better	55	63
Not As Good	1	1
About the Same	44	36

Winter X Games 13 Sponsors

Contrary to 2008 findings, the number of days spent at the event appears to have impacted sponsor recognition. Respondents at the Games for multiple days named a significantly greater mean number of sponsors in unaided testing (2.8) than those attending for only one day (2.3).

	DAYS AT GAMES	
	2009	
	1 Day Only	Multiple Days
Avg. Number of Sponsors Mentioned (Total Unaided)	2.3	2.8

When asked whether sponsorship of Winter X Games 13 made them feel more favorable or less favorable towards the sponsors, or if the sponsorship had no effect, roughly one-half of respondents (52%) indicated feeling more favorable, up ten percentage points from 2008 findings (42%).

Favorability toward Winter X Games sponsors

	2008 (%)	2009 (%)
More Favorable	42	52
No Effect	57	47
Less Favorable	1	2

Respondents were then informed that some companies have been sponsors of the Winter X Games for a number of years and asked if knowing that a company is a long-term supporter of the event makes them feel more favorable or less favorable towards the sponsors, or if the sponsorship had no effect. Roughly six in ten respondents (59%) indicated feeling more favorable towards long-term sponsors (compared to 52% for sponsors in general, as seen above).

Favorability toward LONG-TERM Winter X Games sponsors

	2009 (%)
More Favorable	59
No Effect	39
Less Favorable	2

The next question was about whether respondents had more interest or less interest in purchasing from the sponsors, or if the sponsorship had no effect. More than four in ten respondents indicated being more interested (44%), and only 2% indicated being less interested.

Interest in Purchasing from Sponsors

	2008 (%)	2009 (%)
More Interested	48	44
No Effect	50	54
Less Interested	2	2

The callback study provided an opportunity to touch on image statements pertaining to sponsors. Eight in ten respondents agreed that sponsors have an appealing image to younger people (80%) and roughly three-fourths agreed that sponsors were providing the funding necessary for the event to take place (74%) and look more professional as a result of the affiliation (72%). This demonstrates that respondents understand the roles and contributions of sponsors to be more than simply advertisers. The majority of attendees also felt that Winter X Games 13 sponsorship made them feel good about the company (63%) and that sponsors are leaders in their industries (58%). Finally, over one-third of respondents indicated a desire to shop at sponsors' stores (37%) and buy sponsors' products (36%) as a result of their involvement with the Games, while fewer than one in four perceived Winter X Games 13 sponsors as too commercial (23%).

Agreement levels grew from 2008 findings for the perception of sponsorship making a company look more professional (from 62% to 72%), while agreement levels fell for sponsorship making respondents want to shop in sponsors' stores (from 46% to 37%) and buy sponsors' products (from 41% to 36%).

Sponsorship Image Statements

	% Who Strongly/Somewhat Agree	
	2008 (%)	2009 (%)
A Winter X Games sponsor has an appealing image to younger people	82	80
The sponsor is providing the necessary funding for the Winter X Games to take place	78	74
It makes a company look more professional	62	72
A Winter X Games sponsor makes me feel good about the company	62	63
A Winter X Games sponsor is a leader in its industry	59	58
It makes me want to shop at a Winter X Games sponsor's store	46	37
A Winter X Games sponsor makes me want to buy that company's product	41	36
It says the sponsor is too commercial	25	23

As an additional follow-up question, we asked the likelihood of actually visiting a sponsor's store or Web site. The majority of respondents (59%) indicated they would be more likely to do so due to a company's Winter X Games 13 sponsorship, with "Much more likely" responses showing growth compared to 2008 findings (from 18% to 24%).

"How likely are you to visit a sponsor's store, Web site, etc. because of its sponsorship of the Winter X Games?"

	2008 (%)	2009 (%)
Much More Likely	18	24
Somewhat More Likely	38	35
Neither likely nor unlikely	36	35
Somewhat Less Likely	6	4
Much Less Likely	2	2

We asked each respondent if they had visited the X Fest, the sponsor area where free samples and literature were handed out. The majority (63%) had done so.

“Have you visited the X Fest?”

	2008 (%)	2009 (%)
Yes	57	63
No	43	37

We asked those who had visited the X Fest if they felt more favorable or less favorable towards the sponsors who participated. The majority (57% [+12 points vs. 2008]) felt more favorable, with almost no respondents feeling less favorable towards these companies/brands.

Favorability Toward X Fest Companies

	2008 (%)	2009 (%)
More Favorable	45	57
No Effect	55	41
Less Favorable	1	3

*Base: Visited X Fest

We also asked for a rating of the X Fest area from those who had visited it. Nearly two-thirds (64%) gave it a score of “Excellent” or “Very good,” with a heavier emphasis on “Excellent” ratings than in 2008 (27% 2008 vs. 32% 2009).

“Overall, how would you rate the X Fest area?”

	2008 (%)	2009 (%)
Excellent	27	32
Very Good	38	33
↑ Top Two Boxes	65	64
Good	32	29
↓ Bottom Two Boxes	4	7
Fair	4	6
Poor	-	1

* Base: Visited X Fest

Watching Sports on TV

When respondents were asked how many hours they watch sports in an average week, the 2009 median was 4 hours.

“How many hours do you watch sports on TV in an average week?”

	2008 (%)	2009 (%)
Lighter (less than 5)	64	59
1-2 Hours	38	31
3-4 Hours	26	28
Heavier (5 or more)	36	41
5-6 Hours	11	18
7-8 Hours	6	6
9-10 Hours	8	6
10+ Hours	11	11
MEDIAN HOURS	3	4

We also asked about respondents' favorite televised sports. Compared to last year, respondents showed a similar interest in both extreme sports and traditional sports.

“What are your favorite sports to watch on TV?”

	2008 (%)	2009 (%)
Extreme Sports (Net)	33	36
Snowboarding	20	22
Moto X	4	9
Skateboarding	4	4
X Games (unspecific)	4	4
BMX	2	2
Snowmobiling	3	1
All Extreme sports	2	1
Snocross	1	1
Surfing	1	1
Supercross	1	<1
Football (Net)	56	56
NFL	50	50
College Football	12	13
Basketball (Net)	26	23
NBA	21	19
College Basketball	6	6
Baseball (Net)	14	13
Major League Baseball	13	13
College Baseball	1	-
Hockey	15	11
NHL	15	10
College Hockey	<1	2
Soccer (Net)	12	10
FIFA	2	8
Major League Soccer	10	3
Volleyball	3	3
Sküing	6	2
Golf	3	2
Tennis	2	2

Perhaps not surprisingly, Winter X Games 13 attracted people who watch extreme sports programming on ESPN/ESPN2. Over three-fourths of respondents indicated doing so frequently or occasionally (78%).

“How frequently do you watch extreme sports-related programs on ESPN or ESPN2?”

	2008 (%)	2009 (%)
Frequently	28	34
Occasionally	48	45
Rarely	21	19
Never	3	2

Nearly three-fourths of respondents (72%) confirmed having watched at least part of this year’s Winter X Games on television.

“As you may know, all four days of the 2009 Winter X Games were televised live by ESPN and ABC from January 22 through January 25. Did you get a chance to watch any of the Games on television?”

	2008 (%)	2009 (%)
Yes	74	72
No	26	28

The vast majority of respondents (84% [+9 points vs. 2008]) of attendees reported that watching Winter X Games 13 live added to their viewing enjoyment.

“Did watching the Games live add to your enjoyment, take away from your enjoyment, or did it have no effect on your enjoyment of watching?”

	2008 (%)	2009 (%)
Added to enjoyment	75	84
Had no effect	23	15
Took away from enjoyment	2	1

*Base: Those who watched the Games on television

The vast majority of Winter X Games 13 TV viewers confirmed having also watched Winter X Games 12 on television, while roughly three-fourths (73%) confirmed having watched the 2008 Summer X Games [+13 points vs. 2008].

“Did you watch the 2008 Winter X Games on ESPN, ESPN2 or ABC when they were on television in late January of last year?”

	2008 (%)	2009 (%)
Yes	84	86
No	16	14

*Base: Those who watched the 2009 Winter X Games on television

**In 2008, the question was in regard to Winter X Games 11 in January 2007

“Did you watch any of the 2008 Summer X Games when they were on television last August?”

	2008 (%)	2009 (%)
Yes	60	73
No	41	28

*Base: Those who watched the 2009 Winter X Games on television

**In 2008, the question was in regard to the 2007 Summer X Games in August 2007

Roughly one-half (51%) of 2009 Winter X Games TV viewers indicated that they would be more interested in watching extreme sports programs on ESPN or ESPN2 in the future.

“In the future, do you think you will be ‘more interested’ or ‘just as interested’ as you were before in watching Extreme Sports on ESPN or ESPN2?”

	2008 (%)	2009 (%)
More interested	53	51
Just as interested	46	46
Less interested	1	4

*Base: Those who watched the 2009 Winter X Games on television

Sports Participation & Attendance

Respondents proved to be an active group, with roughly three-fourths (74%) specifically participating in extreme sports. In addition, these respondents are avid ski and/or snowboard participants, with the majority (57%) indicating that they will take to the slopes for a total of at least 14 days this winter season.

“Which extreme sports do you participate in?”

	2008 (%)	2009 (%)
Extreme Sports (Net)	72	74
Base – those who participate in extreme sports		
Snowboarding	73	78
Skiing/Extreme skiing	44	28
Motocross	13	18
Snowmobiling	18	16
Skateboarding	10	12
Wakeboarding	2	5
Mountain biking	3	4
BMX	2	3
Skydiving	-	2

“What sports [other than extreme sports] do you personally participate in?”

	2008 (%)	2009 (%)
Soccer	14	20
Basketball	18	17
Football	13	17
Baseball	7	9
Golf	5	8
Tennis	3	6
Volleyball	9	5
Hockey	4	5
Track & Field	6	4
Lacrosse	4	4
Softball	4	2
Swimming	4	2
Wrestling	2	2
Hiking	2	2
Surfing	<1	2
None	29	34

“How many days will you ski and/or snowboard during this winter season?”

	2008 (%)	2009 (%)
None	11	19
1-7 days	14	11
8-13 days	11	14
14-20 days	20	18
21-30 days	18	16
More than 30 days	24	23
MEDIAN DAYS	20	20

“How many days in total did you ski and/or snowboard during this trip to Aspen Snowmass?”

	2008 (%)	2009 (%)
None	51	61
1 day	13	6
2 days	7	9
3+ days	29	25

Nearly one-half (45%) of attendees indicated that they attend other sporting events or competitions [-11 points vs. 2008].

“Do you attend other sporting events or competitions?”

	2008 (%)	2009 (%)
Yes	56	45
No	44	55

Basketball (43%) and football (42%) were the most well-attended sporting event types, followed by baseball (26%) and hockey (20%). Fewer than one in ten respondents (8%) indicated attending other extreme sports competitions.

“What other types of sporting events or competitions do you attend?”

	2008 (%)	2009 (%)
Basketball (Net)	48	43
Pro	22	22
College	14	13
High School	17	12
Amateur	3	1
Football (Net)	53	42
Pro	33	26
College	19	18
High School	16	7
Baseball (Net)	23	26
Pro	19	25
College	3	2
High School	4	1
Amateur	-	1
Hockey (Net)	23	20
Pro	18	12
College	5	9
High School	1	2
Soccer (Net)	4	11
Pro	1	8
College	1	2
High School	3	2
Amateur	1	1
Extreme Sports (Net)	9	8
Moto X	2	4
Snowboarding	5	3
Pro Skateboarding	2	1
Volleyball (Net)	5	4
High school	4	4
College	-	2
Pro Golf	3	4

*Base: Attend other sporting events or competitions