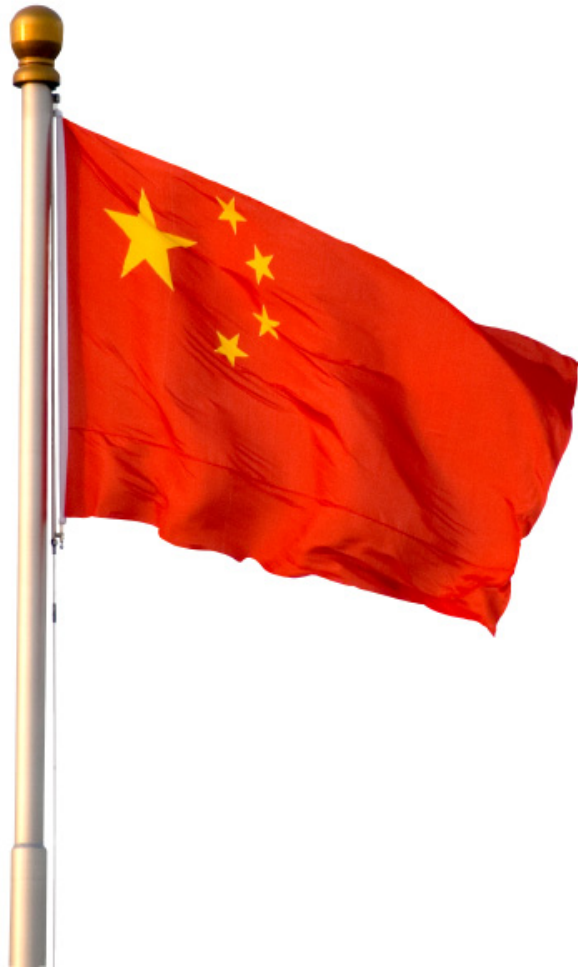


**Week one in
Beijing:
Chinese
views on
China's
Games**





Synovate speaks with thousands of people in China a day. (Last year, we spoke with 1.2 million across 550 cities!)

We asked 500 of them a few questions online about week one of the Beijing 2008 Olympic Games.

The interviews were completed overnight and here's what we found...

Contents

- Fuwa fever
- How are people spending their time?
- Proud moments

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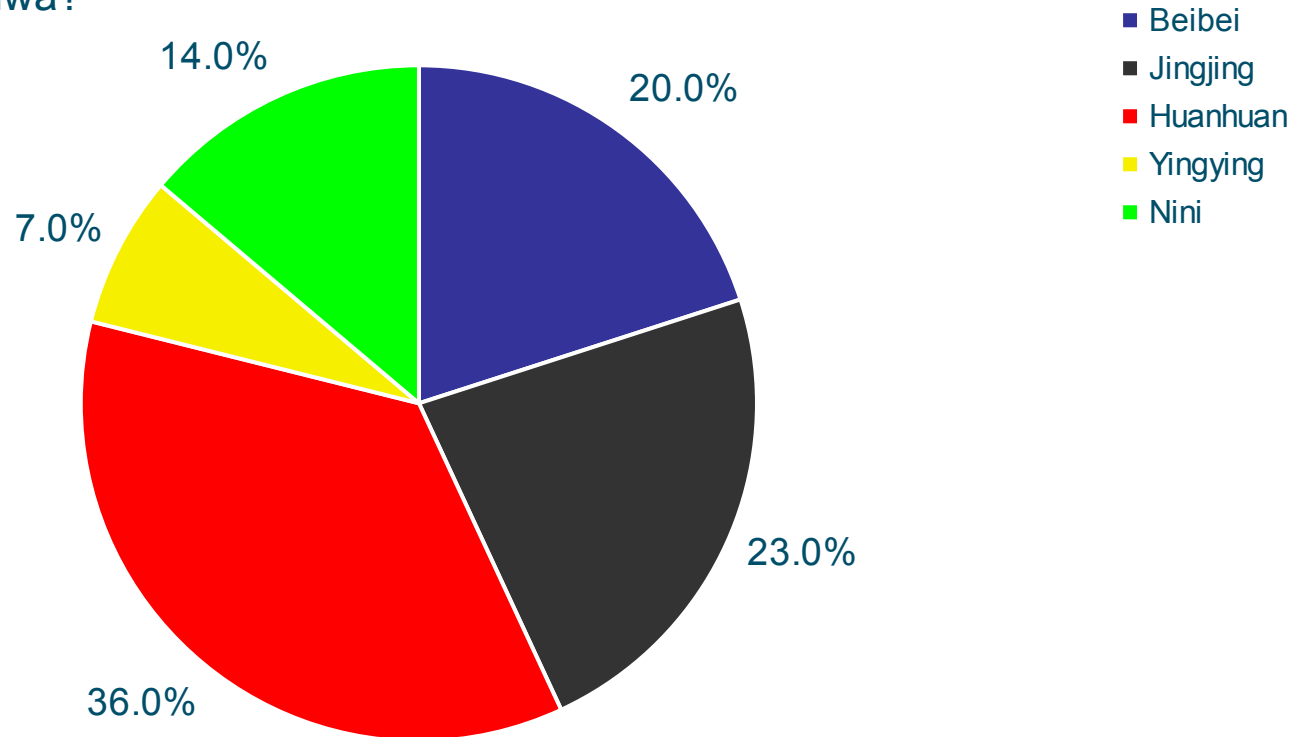
The background is a solid teal color. On the left side, there are several abstract, overlapping shapes in a lighter shade of teal. These shapes include a large, curved form that resembles a stylized letter 'P' or a similar character, and a smaller circle below it. The overall aesthetic is modern and minimalist.

Mascot mania

Red (in) China

Huanhuan is number one... its popularity is due, in part, to being red: a lucky and symbolic colour for China

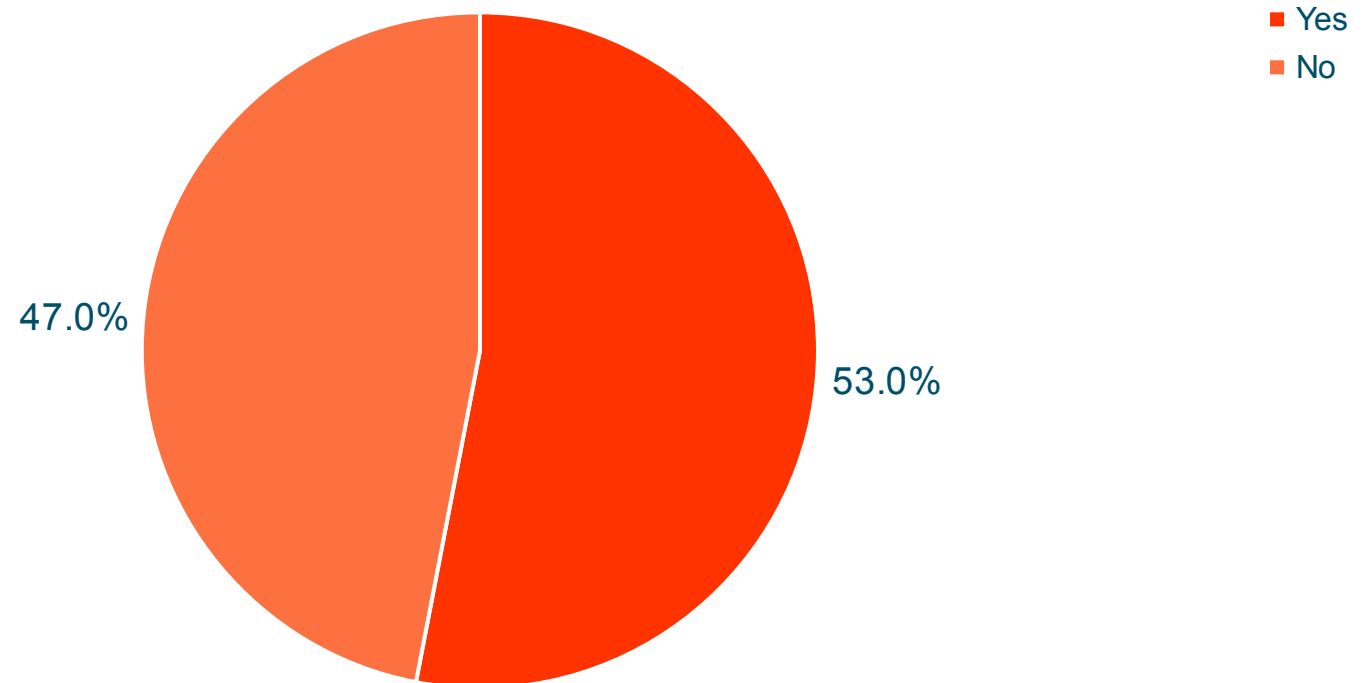
Which is your favourite Fuwa?



Base n=513

More than half of urban Chinese have bought official mementoes

Have you bought an official Beijing 2008 Olympic Games souvenir?

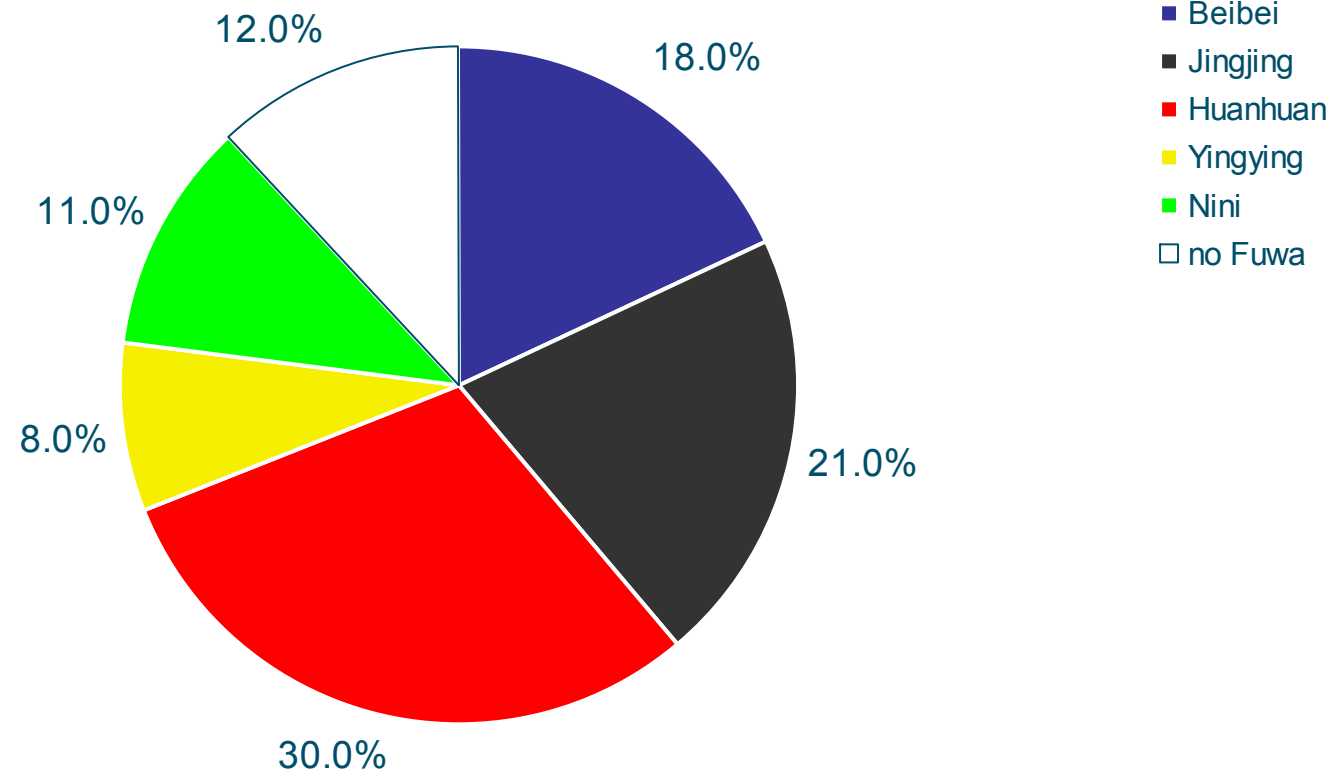


Base n=513

Fuwa fever!

A massive 88% of souvenirs have featured fuwas

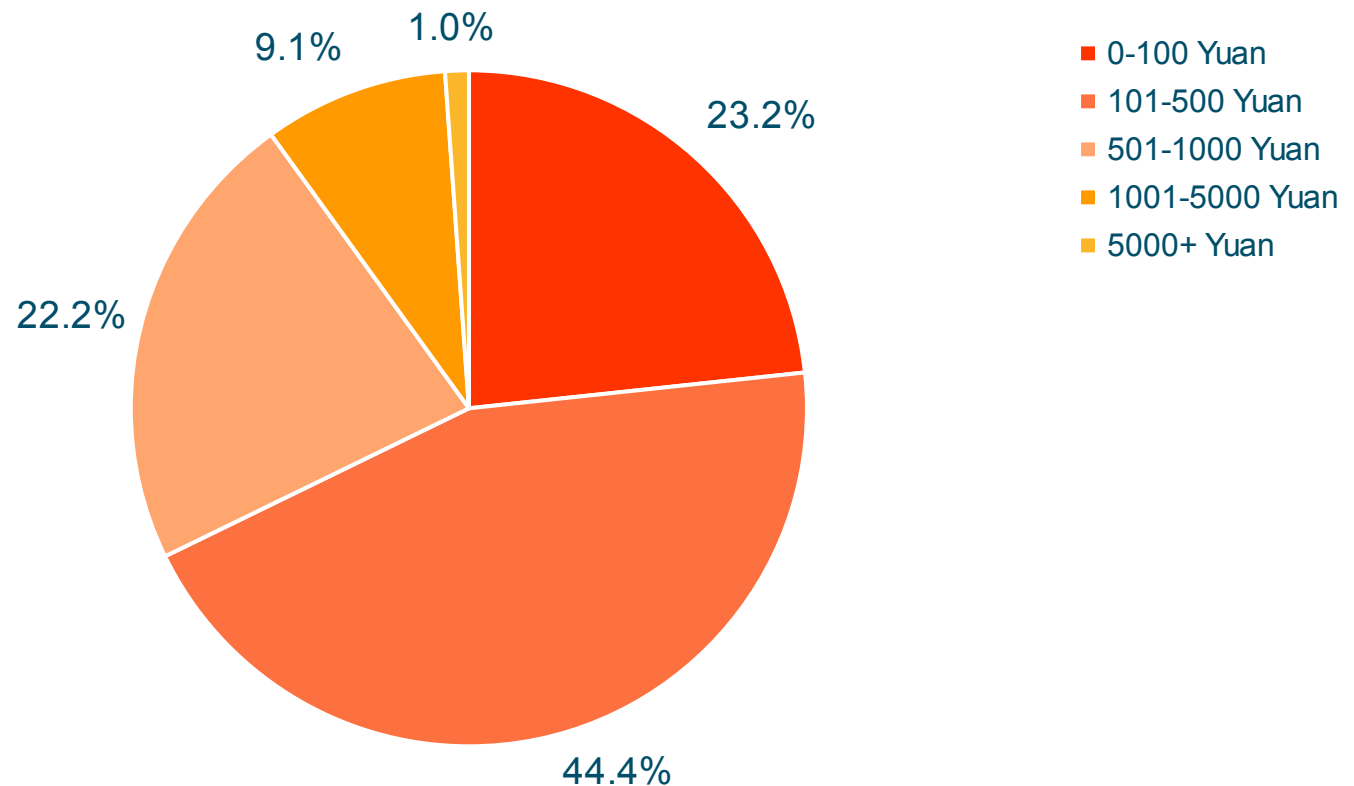
If yes, did it feature a fuwa? Which one?



Base n=270

Wallets are emptying as people buy mementoes to help savour the memory of the games

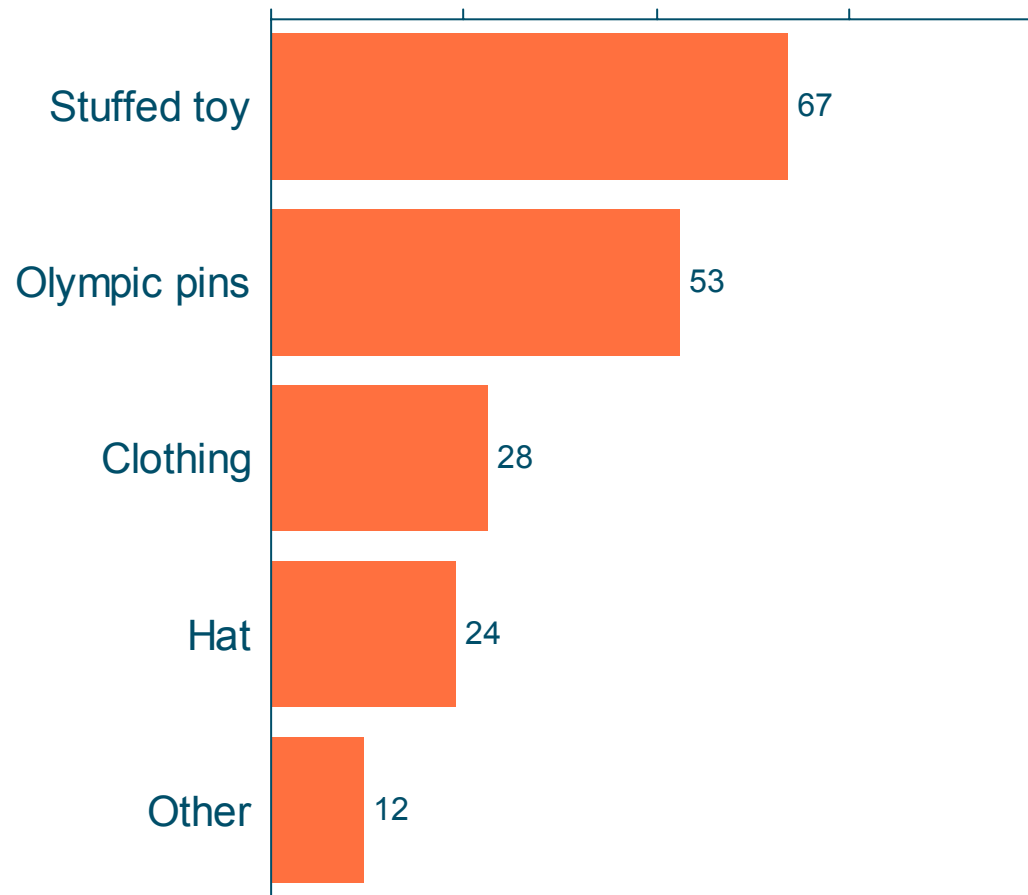
How much have you spent on official Beijing 2008 Olympic Games souvenirs?



Base n=270

Cute toys take gold in souvenir race: Fuwas symbolically capture the heart of Chinese culture

Which of the following have you bought ?



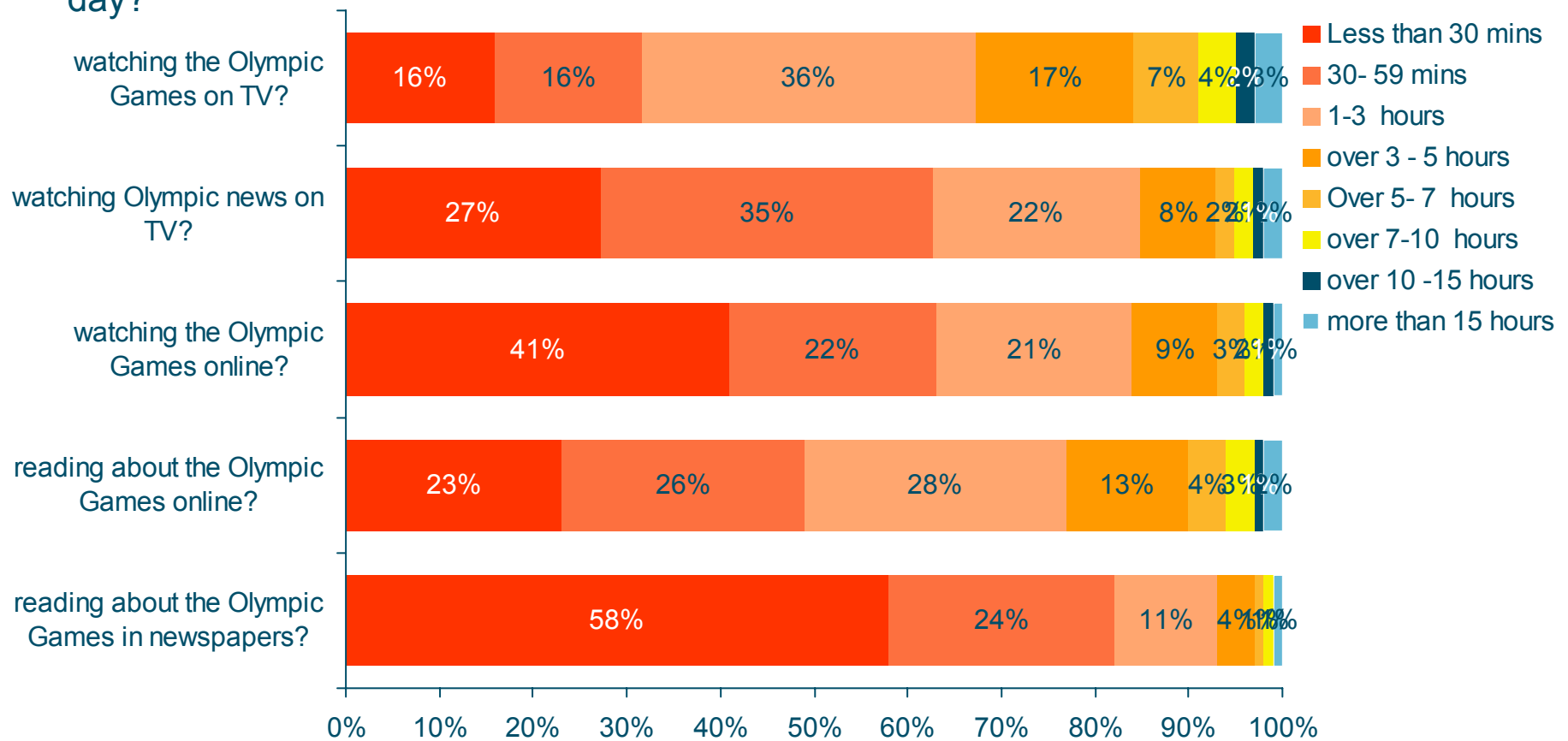
Base n=270



Screening the Olympics

TV is number one screen, but many are online too

On average how much time would you say you are spending doing the following each day?

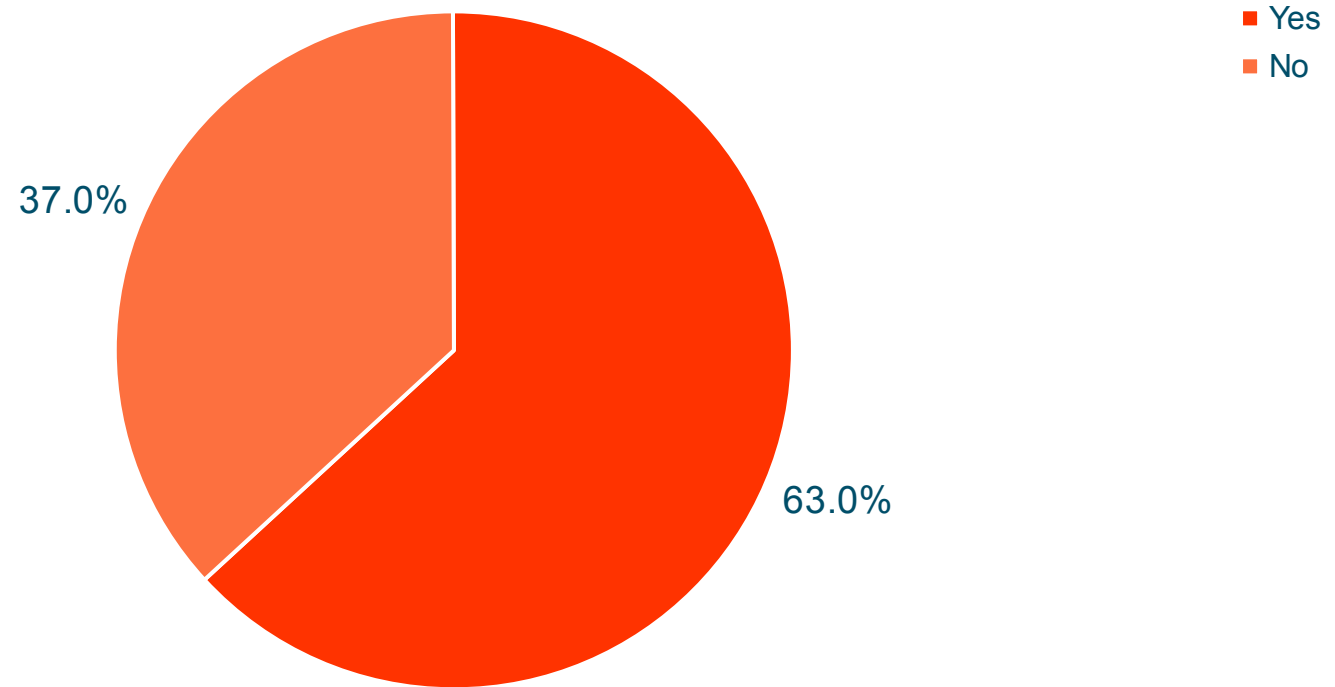


Base n=513

Beijing blogs

This was an online survey so all have internet access... but that's a lot of people reading blogs!

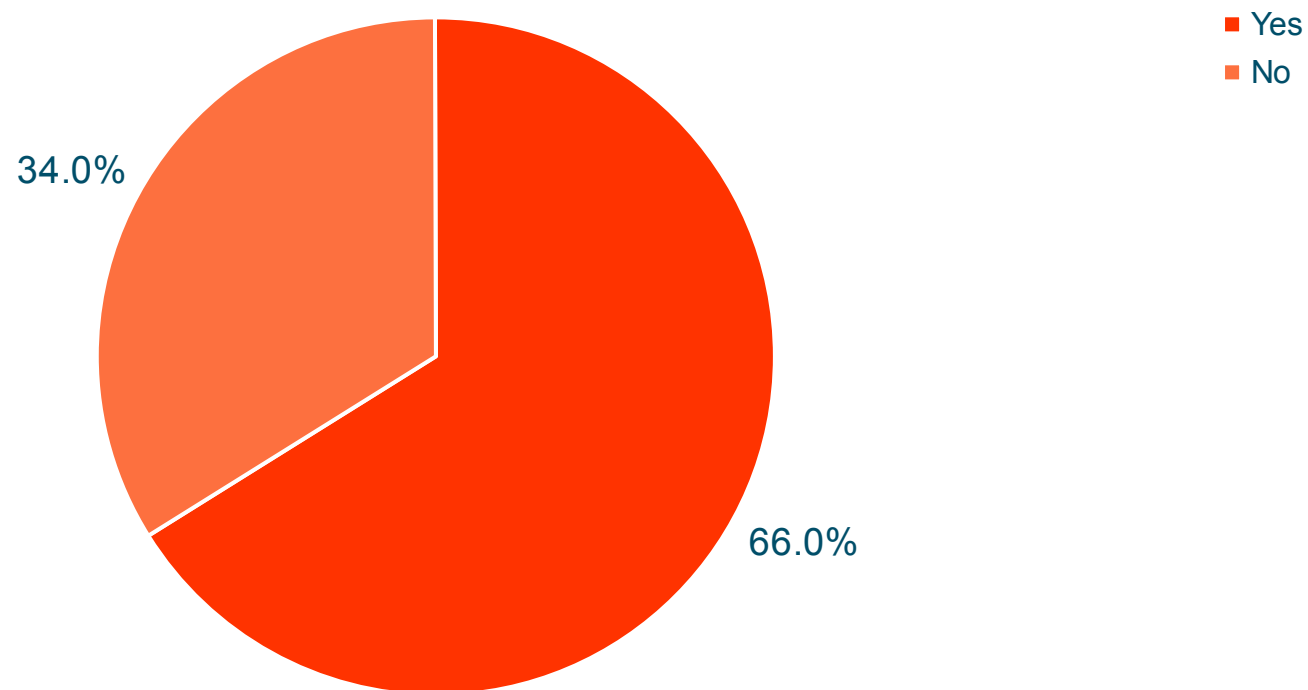
Do you read blogs about the Olympic Games?



Base n=513

Two thirds write their own blog

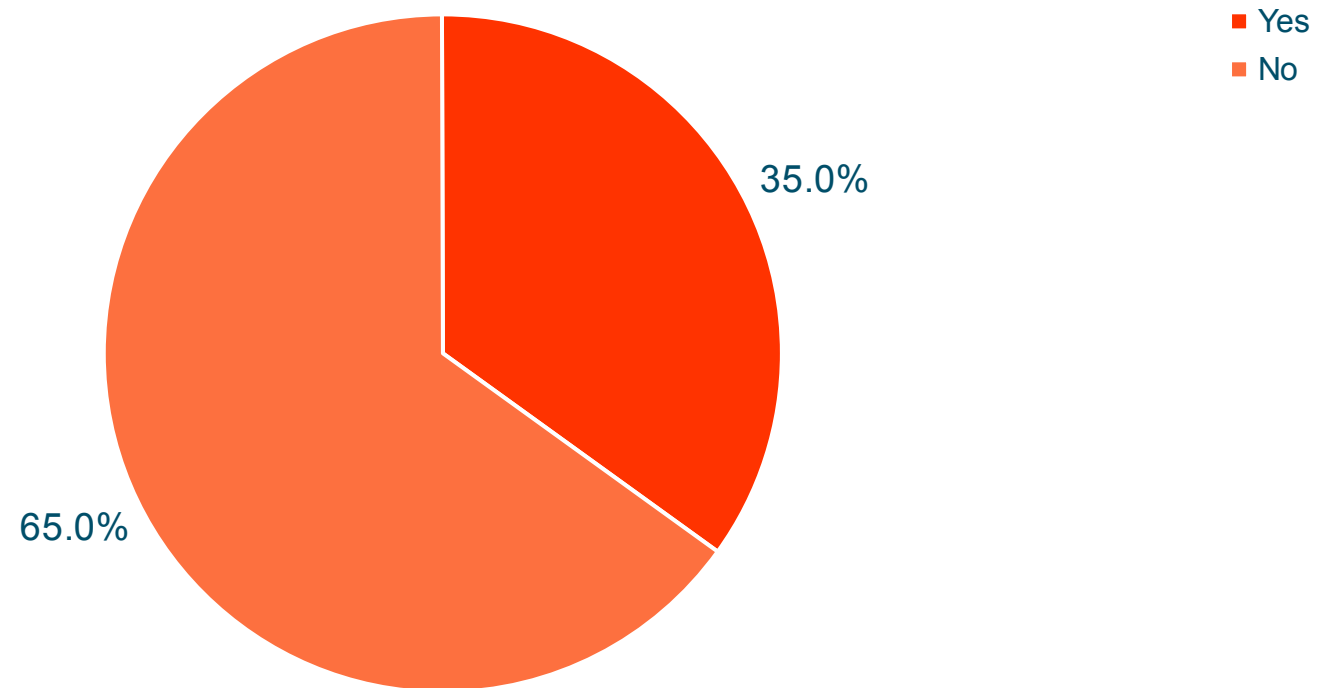
Do you ever write a blog yourself?



Base n=513

Beijing 2008 is good fodder for China's netizens

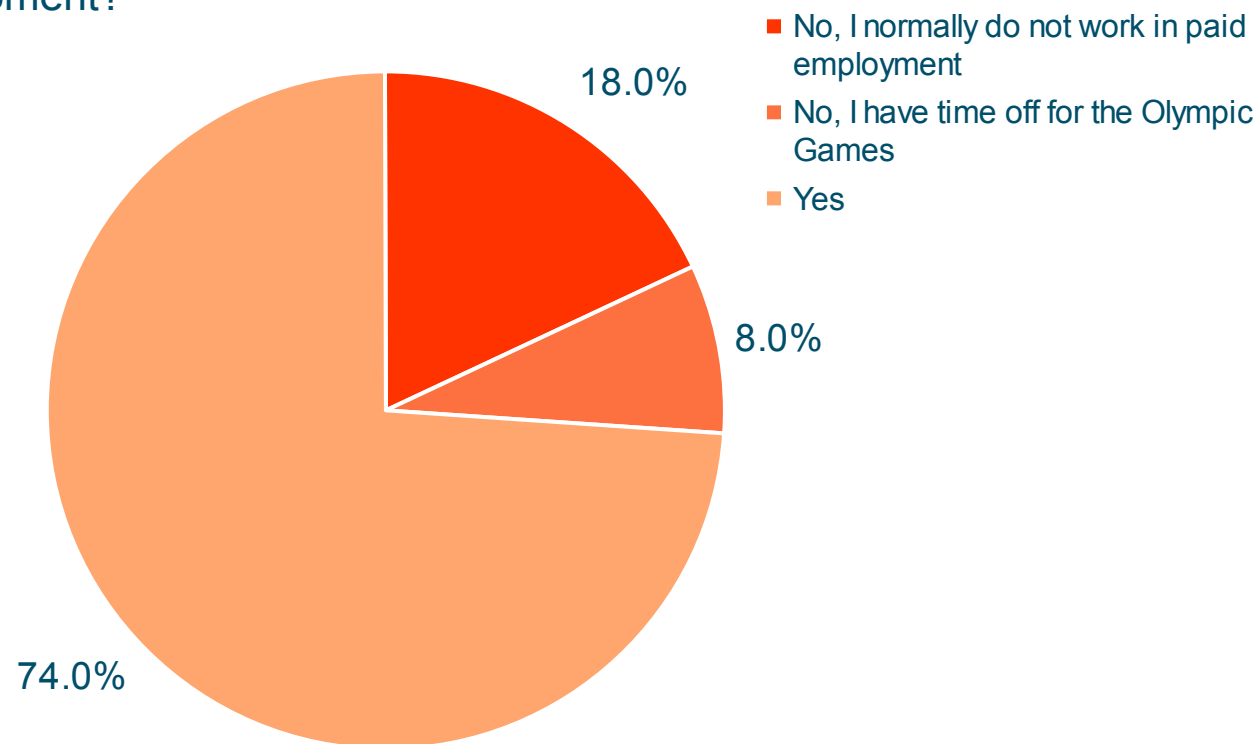
Are you writing a blog about the Olympic Games?



Base n=338

Three quarters at work during the Games

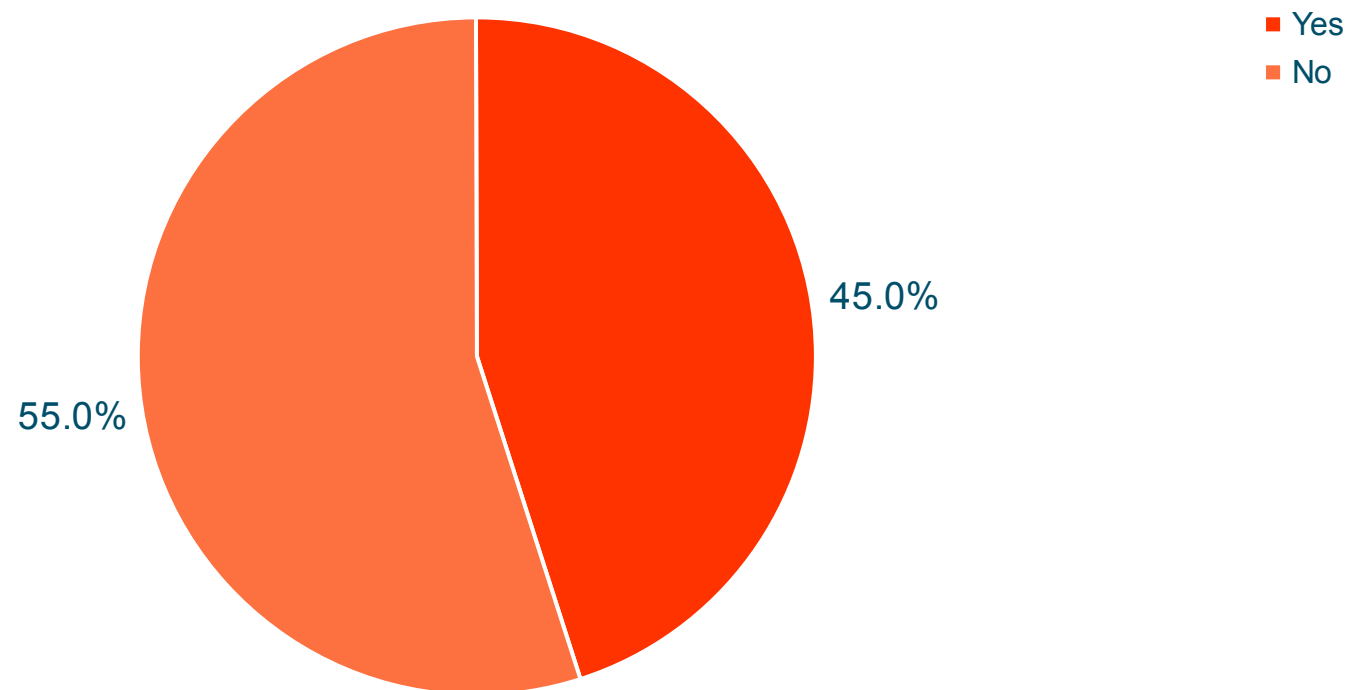
Are you working at the moment?



Base n=513

This might drive people to online news...

If yes, are you able to watch the Olympic Games at work?



Base n=382



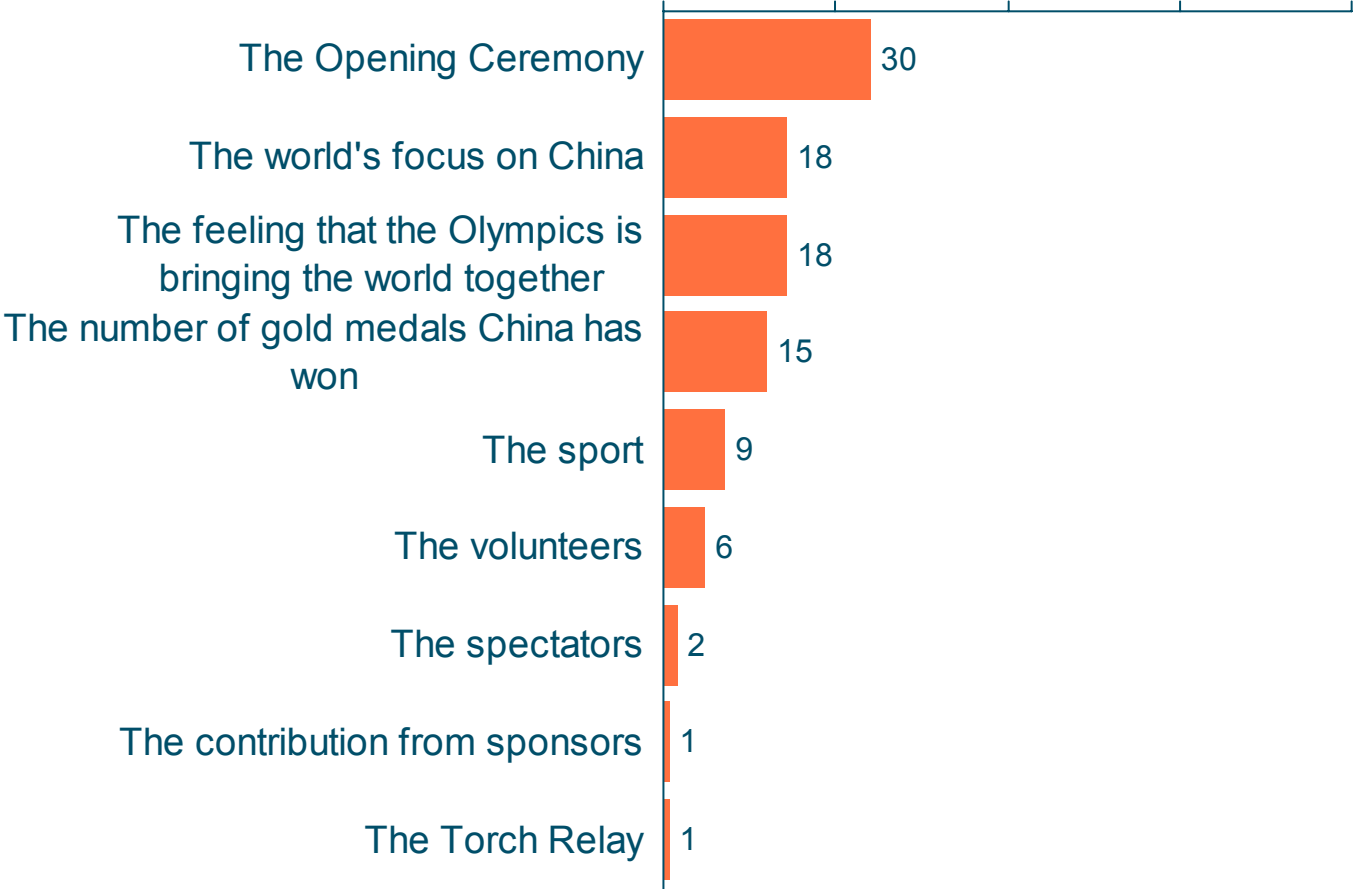
The pride of China

Proud moments

The Opening Ceremony – a dazzling display of epic proportions! Creating a united front internationally is just as important as having eyes on China



What do you think is the best aspect of the Olympic Games so far?



Note: number in %

Base n=513

A photograph of a swimmer in a blue cap swimming in a pool. The swimmer is seen from the back, with their arms extended forward, creating a splash of white water. The background is a clear blue pool with some blurred lane lines.

We hope you enjoy week two of the Games.
(Go China!)

*For more information about
this survey, or online
research in China, please
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