



**SpectorSoft**

## **Employees at Work and the 2012 Olympics**

1.888.598.2788 | [www.spectorsoft.com](http://www.spectorsoft.com)

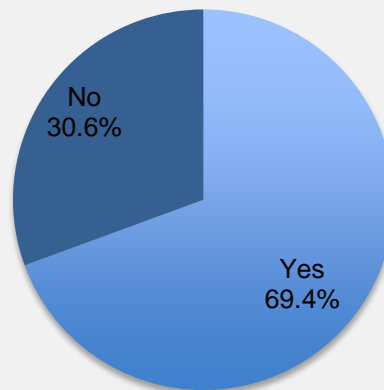
## Overview

It's no secret—the Olympics are captivating, and hundreds of millions of people tune in to view the broadcast of the Olympics games on TV. This passionate and pervasive fanaticism for the Olympics, however, may have some startling implications for business owners, according to our most recent research study. Depending upon your business's geographic location, much of this year's Olympics broadcast will likely occur between 8am-5pm-- the typical workday.

According to our research, over **69% of US employees confirmed that they will, in fact, be following the Olympics** on TV. Of those, a shocking **38% also reported that they plan to watch the Olympics during work hours**. In fact, over **37% of employees** we polled that would watch the Olympics felt that it was acceptable to **devote 2 hours or more of their workday** to do so. What about the presence of company policies about these kinds of activities during the workday? Only 31.5% of the employees surveyed even acknowledged that their employers had such a policy in place.

## Who is going to watch the Olympics?

Respondents were asked “**Do you plan on following the Olympics this year?**” 69.4% of those surveyed responded, “Yes,” they plan to tune in.



## Males Dominate

More men (73.6% of men) than women (64.8% of women) plan on watching the Olympics.

## Does it matter what they make?

We found **as the income level of the respondent went up, so did the desire to watch the Olympics**. Of those only making \$25K or less, only 48.3% are planning to follow the Olympics. This percentage increases with income, with 81.2% of those making \$75-100K planning to follow and 100% of those making 200K and above.

## Education follows Income

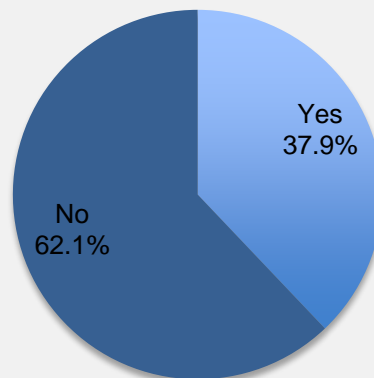
Similar to responses based on income level, the Olympics will be followed by 50% of those with “No College”, increasing with education, and peaking at 80% of those selecting “Professional Degree” as their education level.

## Age (for the most part) doesn't make a difference

The percentage of those planning to follow the Olympics didn't fluctuate much based on age, staying within a range of 68.8-69.8%, with the exception of those in the 18-24 age group, where the interest jumps to 74.1%.

## Watching the Olympics... on the Job?

Of the 350 respondents that indicated they will be following the Olympics, a second question was asked: **“If an Olympic event occurs during work hours, would you watch via the Internet on company time?”** An answer of “yes” was given a shocking 37.9% of the time.



## Who will be watching the most?

Those in the 35-44 age bracket have the highest percentage planning to be watching the Olympics while on the job (54.5%). Those in age brackets both older and younger than this bracket had far less interest in watching while on company time.

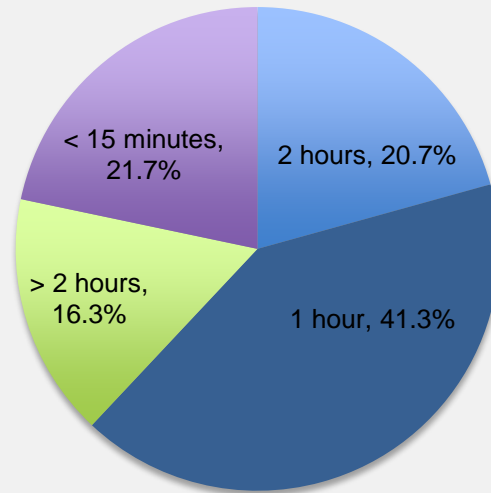
## Keep an Eye on the Guys

More men indicated they would be watching during work hours (40.3%) than women (38.4%).

## How Much Time is OK?

Of those respondents that indicated they would watch the Olympics while on company time, a third question was asked: **“What do you think is an**

acceptable amount of time to spend daily following the Olympics during work hours?"

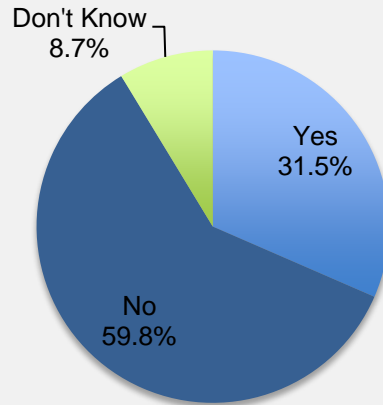


### 1 Hour is the Magic Number

When looking at the responses based on the various demographic data, overwhelmingly the answer of 1 hour comes up consistently as the clear winner when it comes to how much time employees think is OK to spend on the Olympics at work.

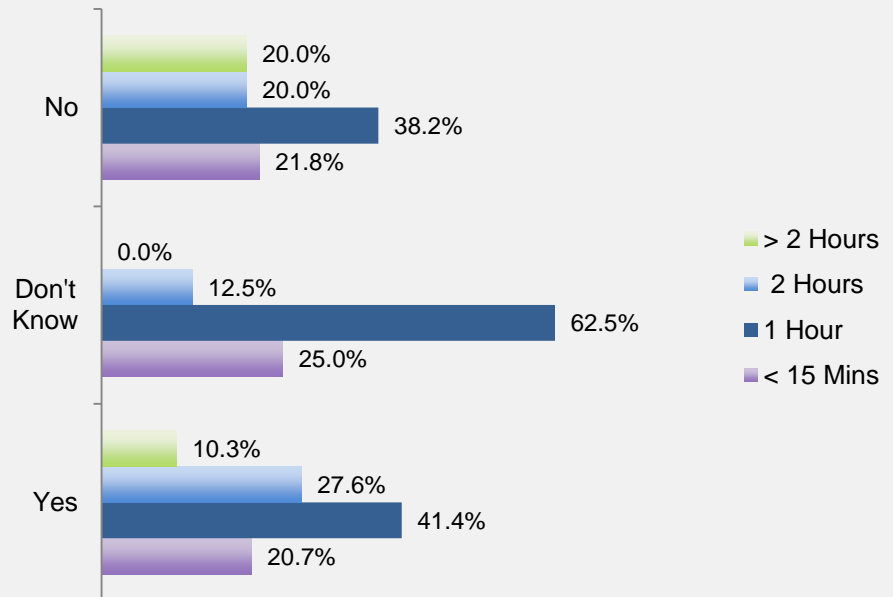
## What is the Company Policy?

We asked those that plan on watching the Olympics on company time “**Does your employer have policies against using a work-issued computer for non-work related activities?**”



## Does the Company Policy have an Impact?

We cross-referenced the presence of a company policy with the viewing intent to see how time spent daily watching is affected by the presence (or lack thereof) of a company policy against doing so. By comparing the same color values with each answer you can see what impact, if any, a company policy has on watching the Olympics on company time.



Only those that intend on watching for more than 2 hours daily are significantly reduced by either the uncertainty of the company policy or the knowledge of the existence of one. Clearly, the presence of a company policy will not deter employees from watching the Olympics while at work.

## How Will Olympics-mania Affect Business Owners?

Our research study paints a shocking reality for business owners this Olympics season. Employees—especially the most *highly educated and thus highly paid*—indicate that they may plan to spend nearly **2 hours PER WORK DAY** tuned into the Olympic Games broadcasts. If 2 hours per day watching the games doesn't seem like much...keep in mind that this year, the Olympics will be broadcast over **11 business days**.

Our survey data also reveals that even the presence of documented company policies forbidding such misuse of company time won't affect employees' plans to tune in for the Olympics broadcasts during the work day. What does this research mean for business owners this Olympic season? A significant amount of wasted company time. In this distressed economic climate, business owners must be increasingly vigilant about reducing waste and maximizing employee productivity. This research suggests that while this year's Olympics may be exhilarating to a captive global audience, they won't be fun & games for the employers who will be footing the bill.

### About the Survey

This study is based on the 2012 Olympics and Work survey which obtained web-based responses with a nationally representative sample of 350 adults age 18-64 employed full-time, living in the United States in July of 2012. The survey was conducted by *ask your target market* (aytm.com) and was conducted in English.

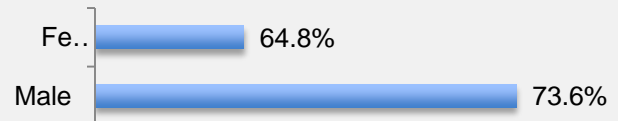
# Appendix: Survey Data

---

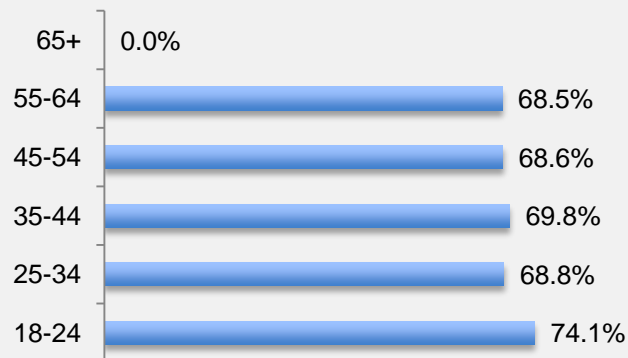
## Do you plan on following the Olympics this year?

The breakdown of those responding “yes” is as follows:

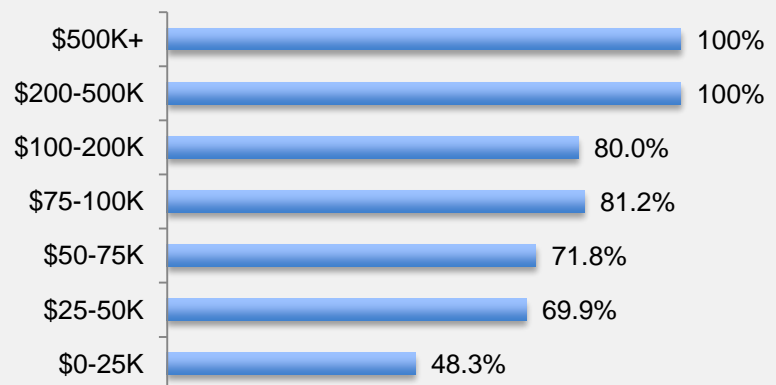
### By Gender



### By Age

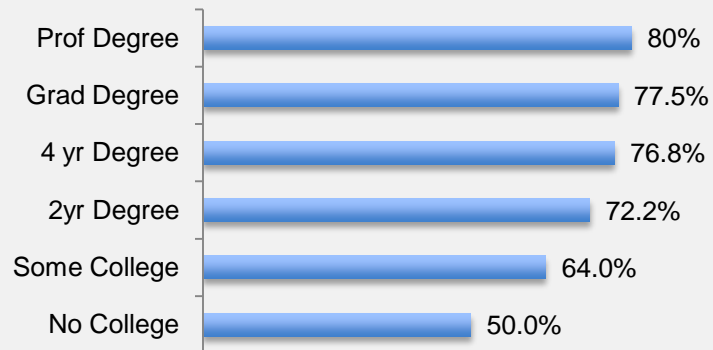


### By Income





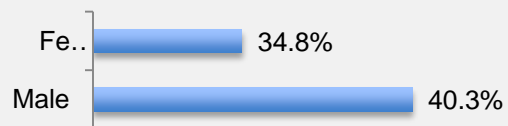
### By Education



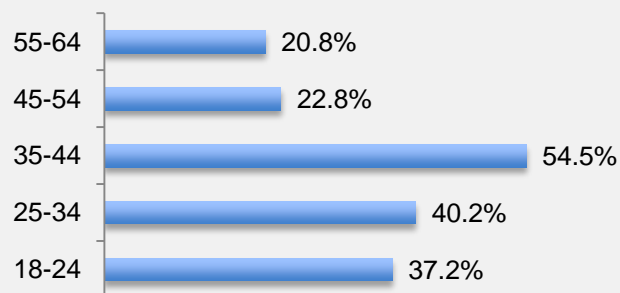
### If an Olympic event occurs during work hours, would you watch via the Internet on company time?

The breakdown of those responding "yes" is as follows:

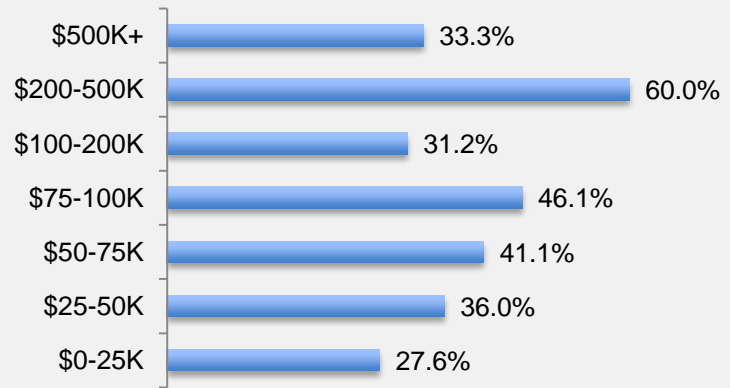
### By Gender



### By Age

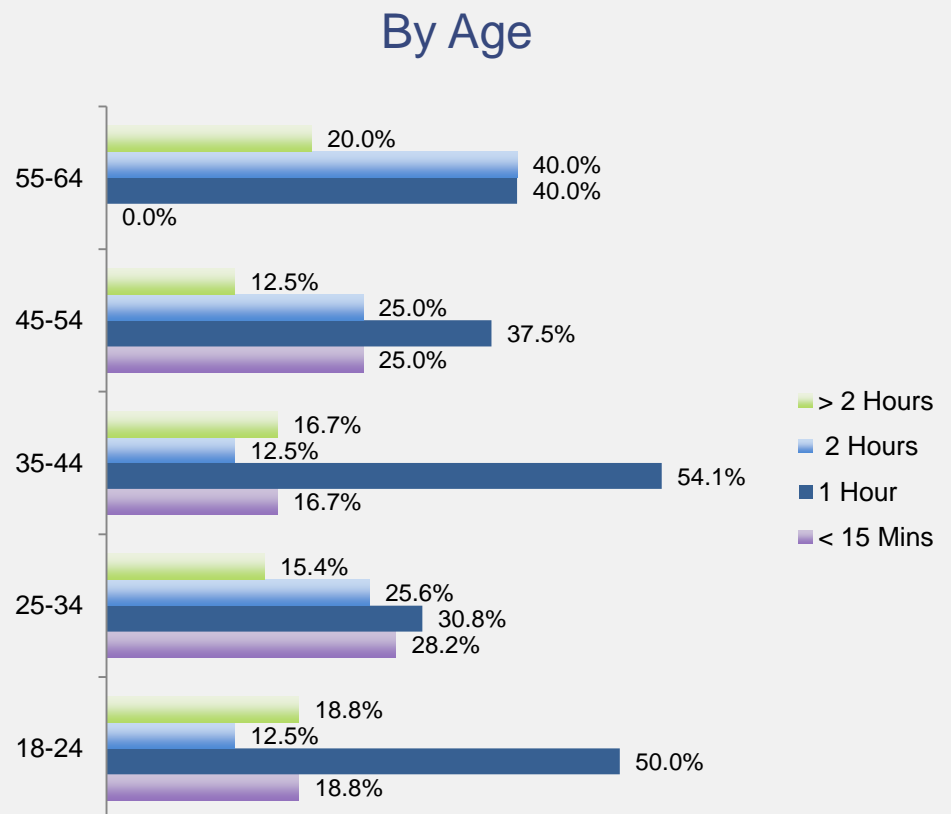
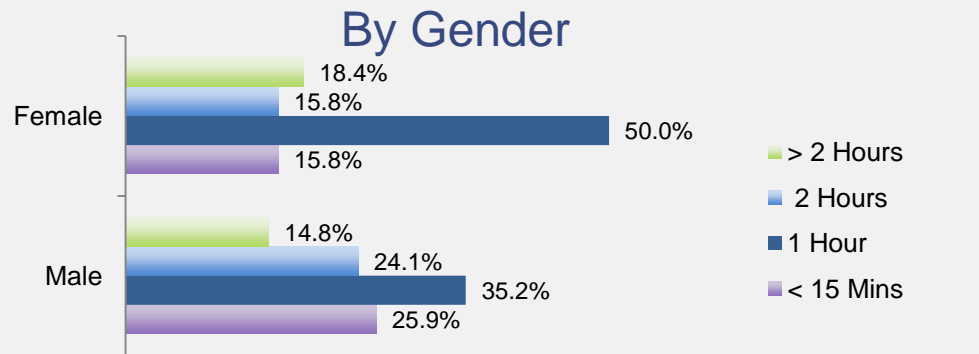


## By Income



## What do you think is an acceptable amount of time to spend daily following the Olympics during work hours?

The breakdown of responses is as follows:



## By Income

