

*Discover your edge*

# The Gallup International Olympic Games Survey

# Participating Countries

- Argentina
- Australia
- Austria
- Bolivia
- Bulgaria
- Egypt
- Germany
- Hungary
- India
- Ireland
- Israel
- Japan
- Korea
- Latvia
- Mexico
- Netherlands
- New Zealand
- Nigeria
- Phillippines
- Romania
- South Africa
- Turkey
- Uruguay

# The Questions

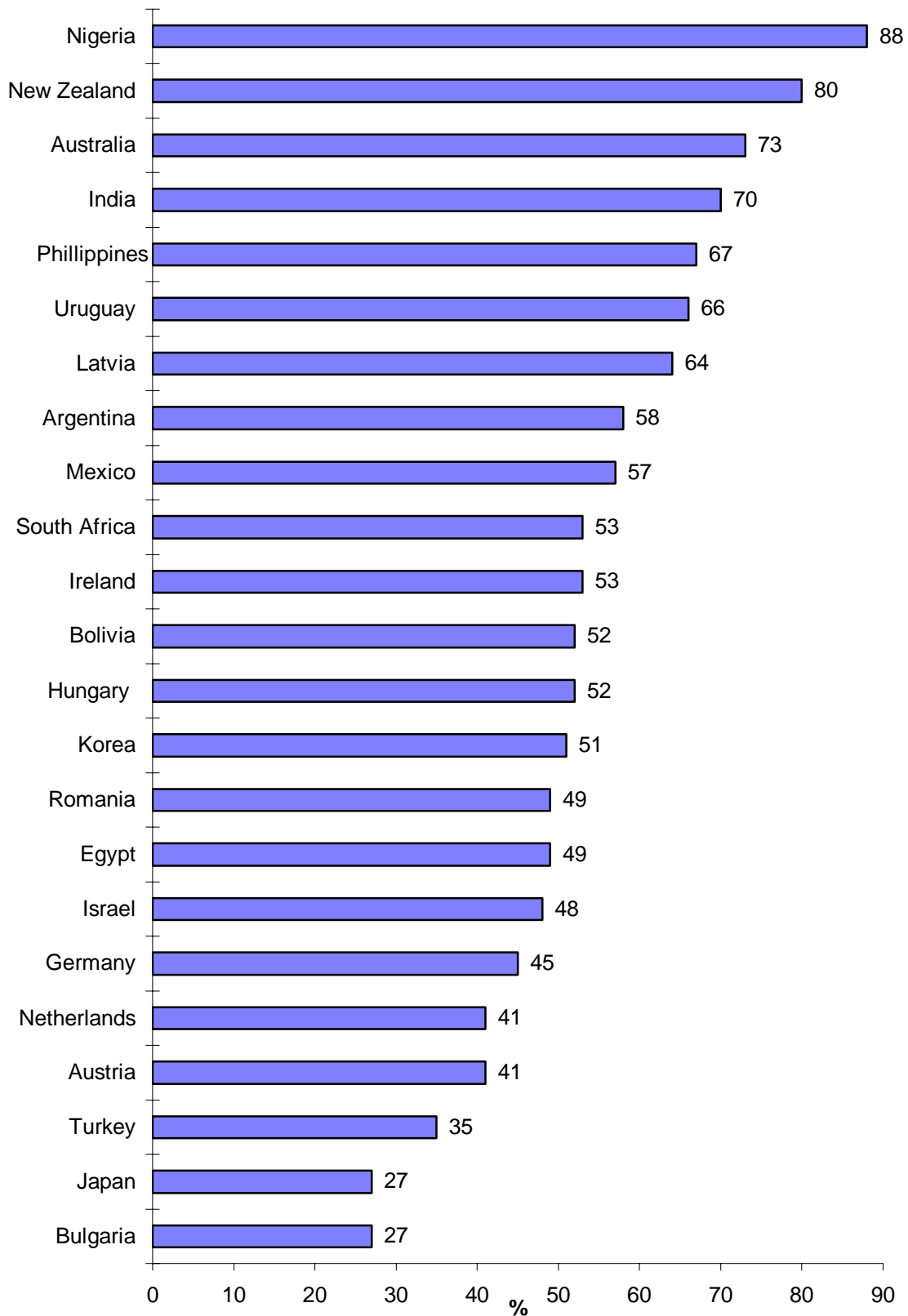
- How interested are you in the Sydney 2000 Olympics?
- Which sports are you interested in watching on TV?
- Which Olympic sponsors are you aware of ?

**AIDED and UNAIDED AWARENESS**

*Discover your edge*

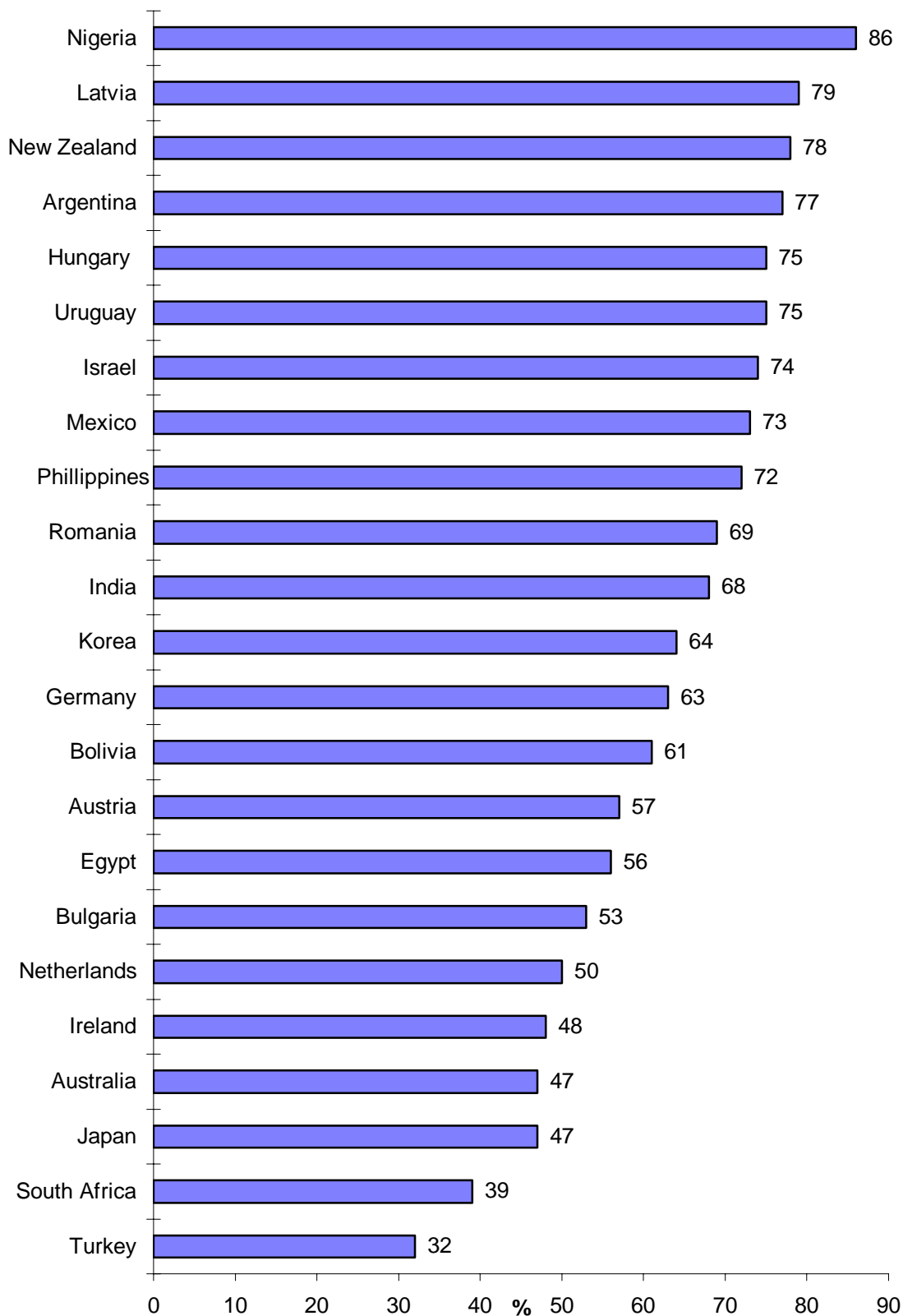
# The Answers

### Interest in the Sydney 2000 Olympic Games



Source: International Olympic Games Survey

### Interest in Watching Opening Ceremony on TV



Source: International Olympic Games Survey

# Interest in Olympic Sports

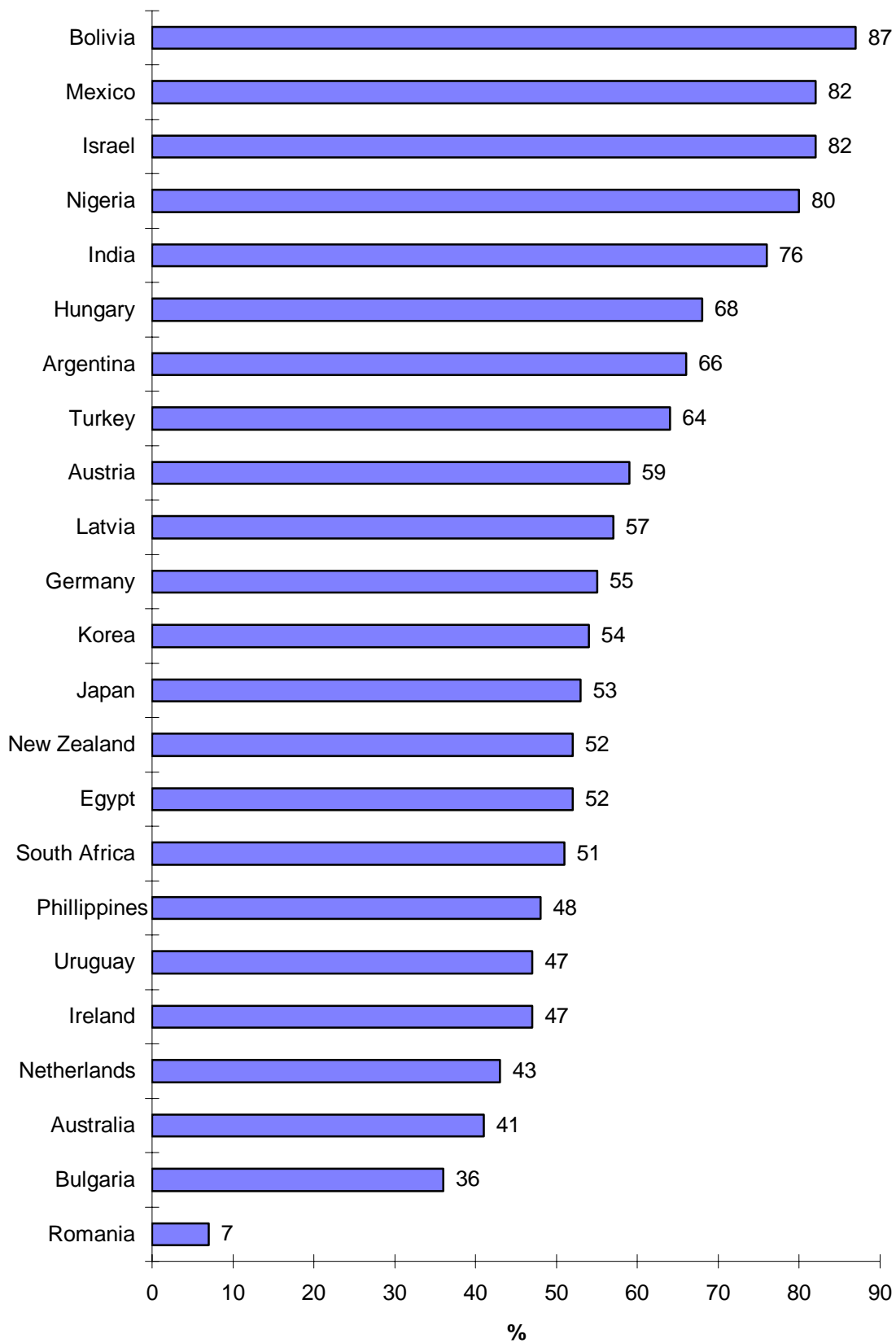
- Soccer - 11 countries
- Track and Field - 4 countries
- Swimming - 3 countries
- Basketball - 2 countries
- Gymnastics - 2 countries
- Tennis - 1 country (India)

# Sponsorship Awareness

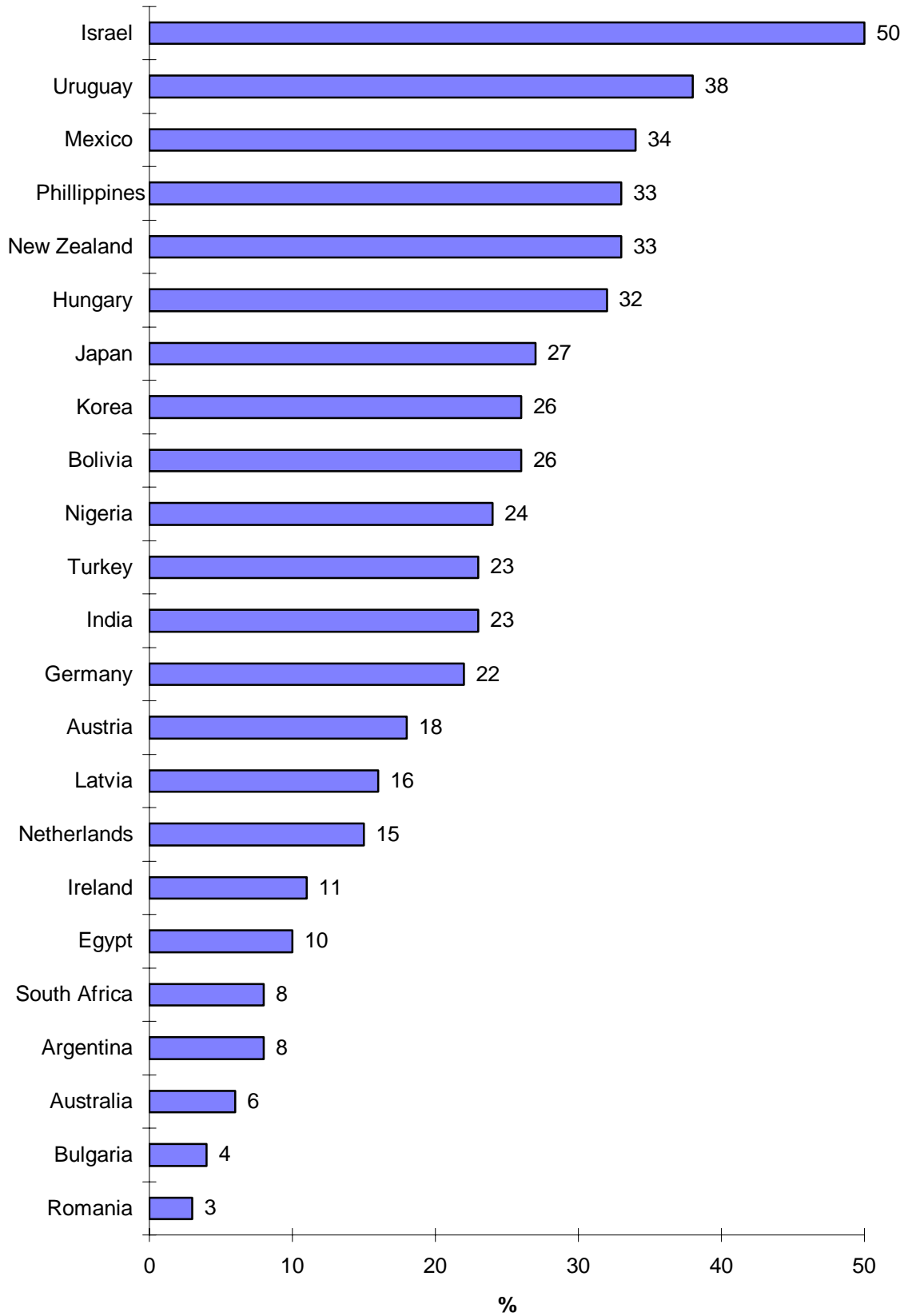
- Coca-Cola - an official sponsor
- Adidas - not an official sponsor



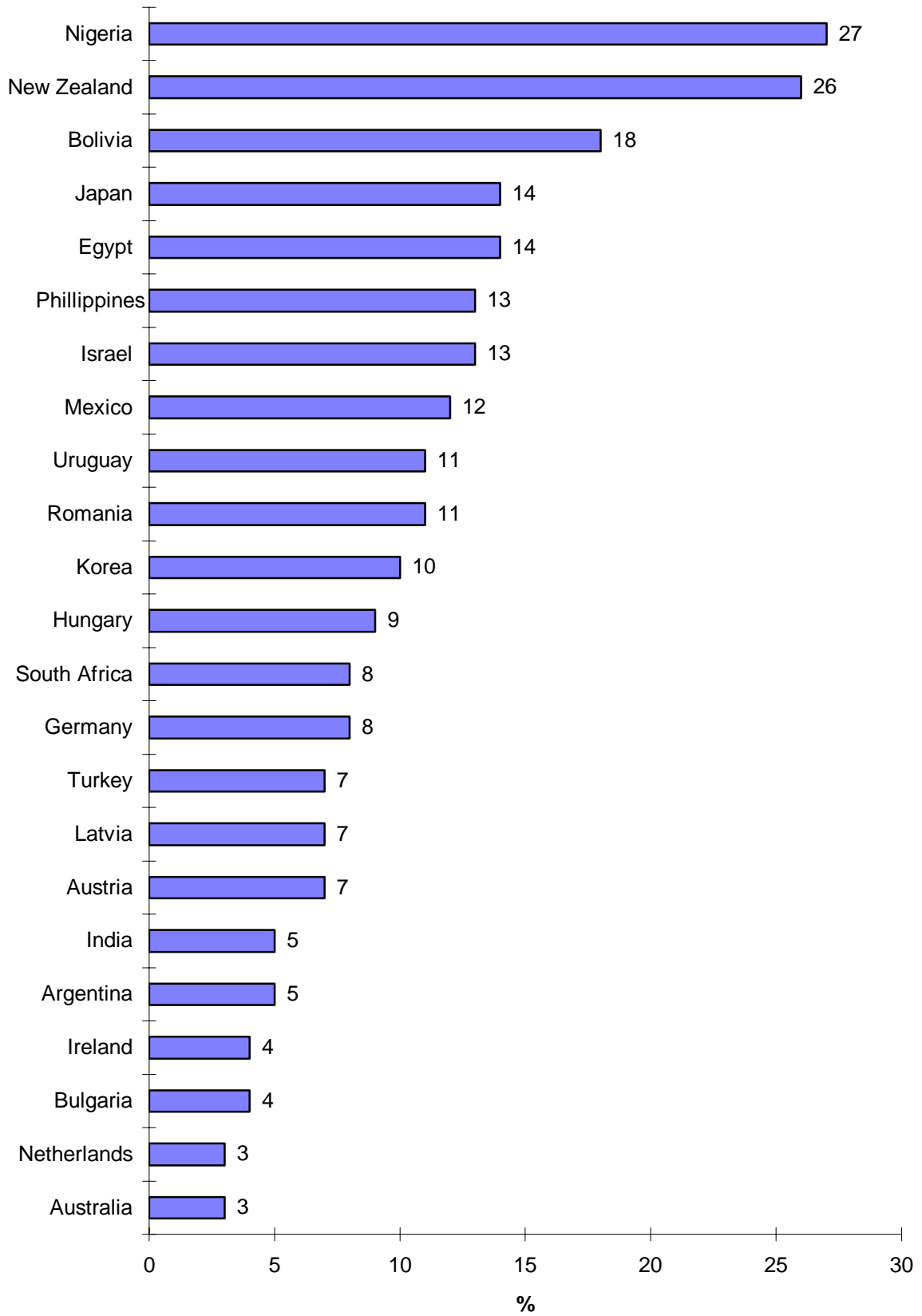
### Coca-Cola



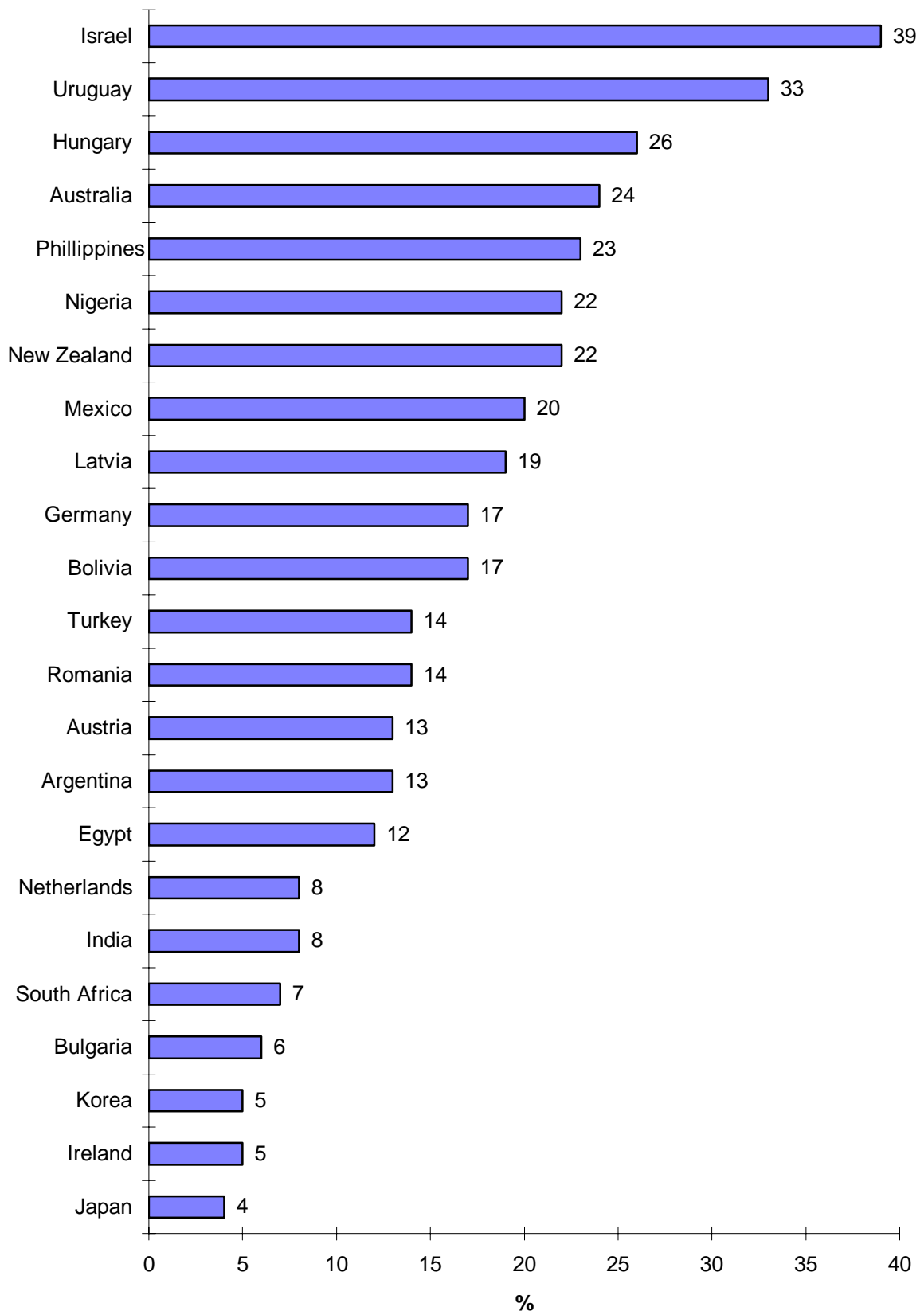
### Fuji



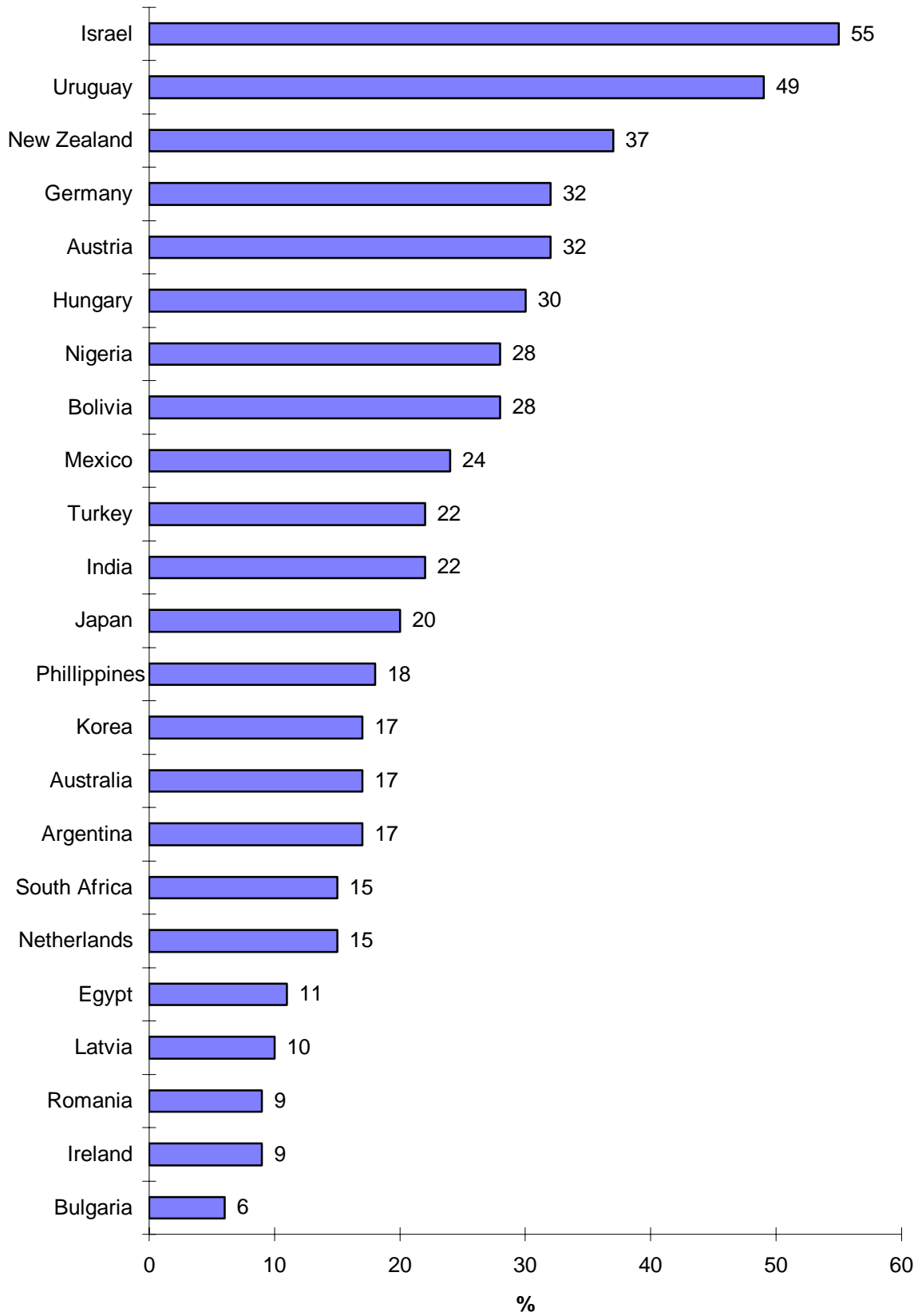
### Xerox



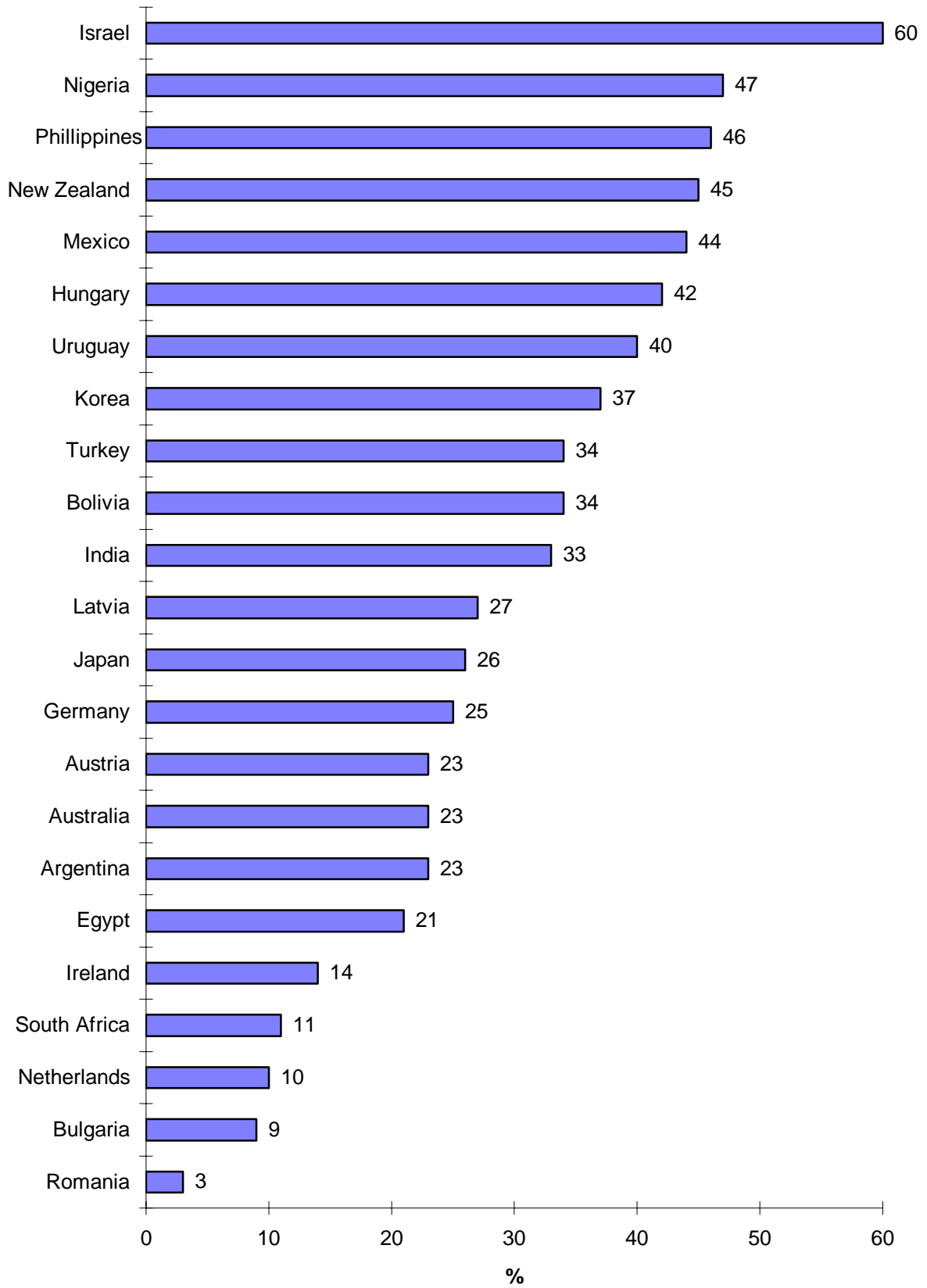
### General Motors/Holden (GMH)



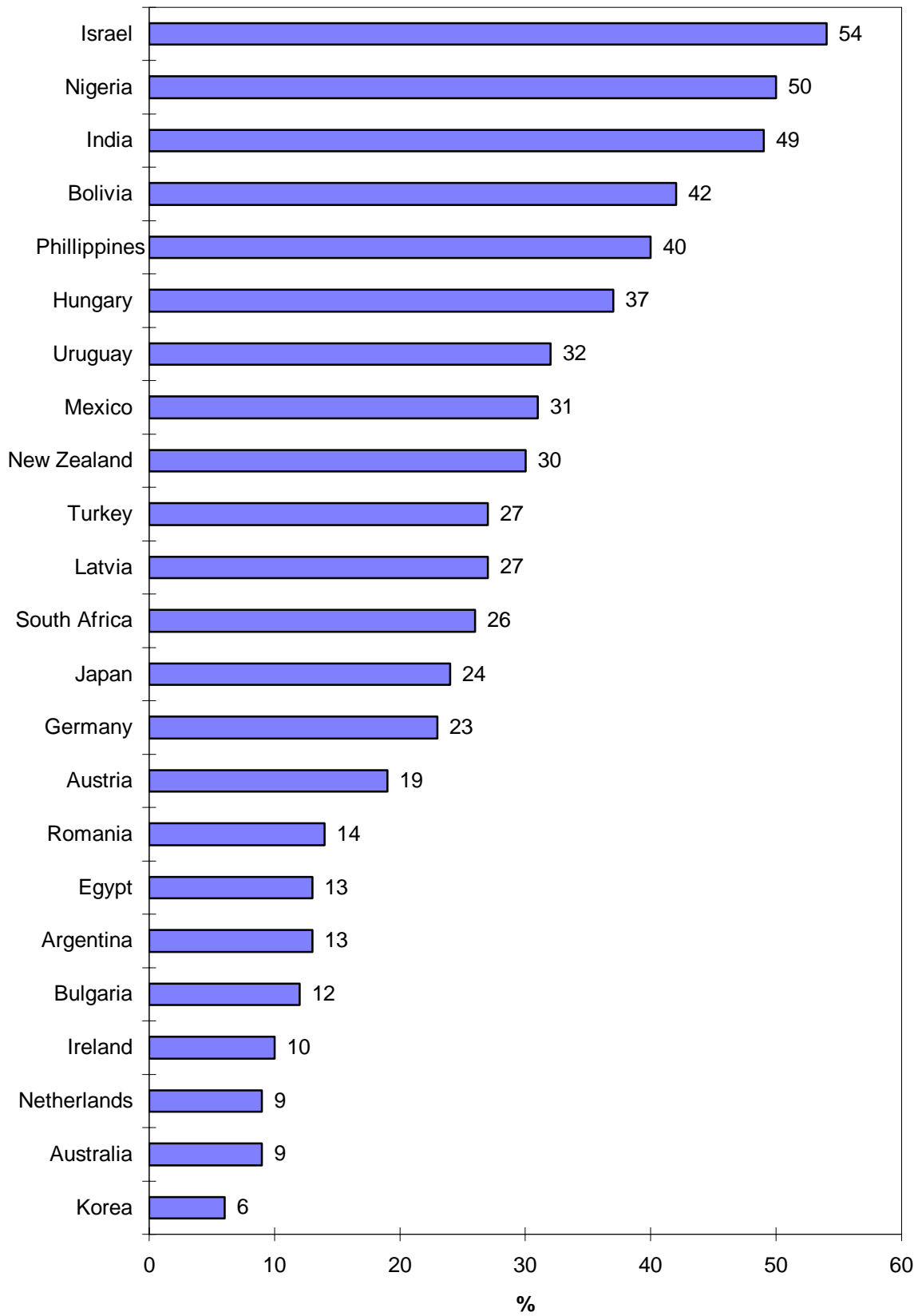
### IBM



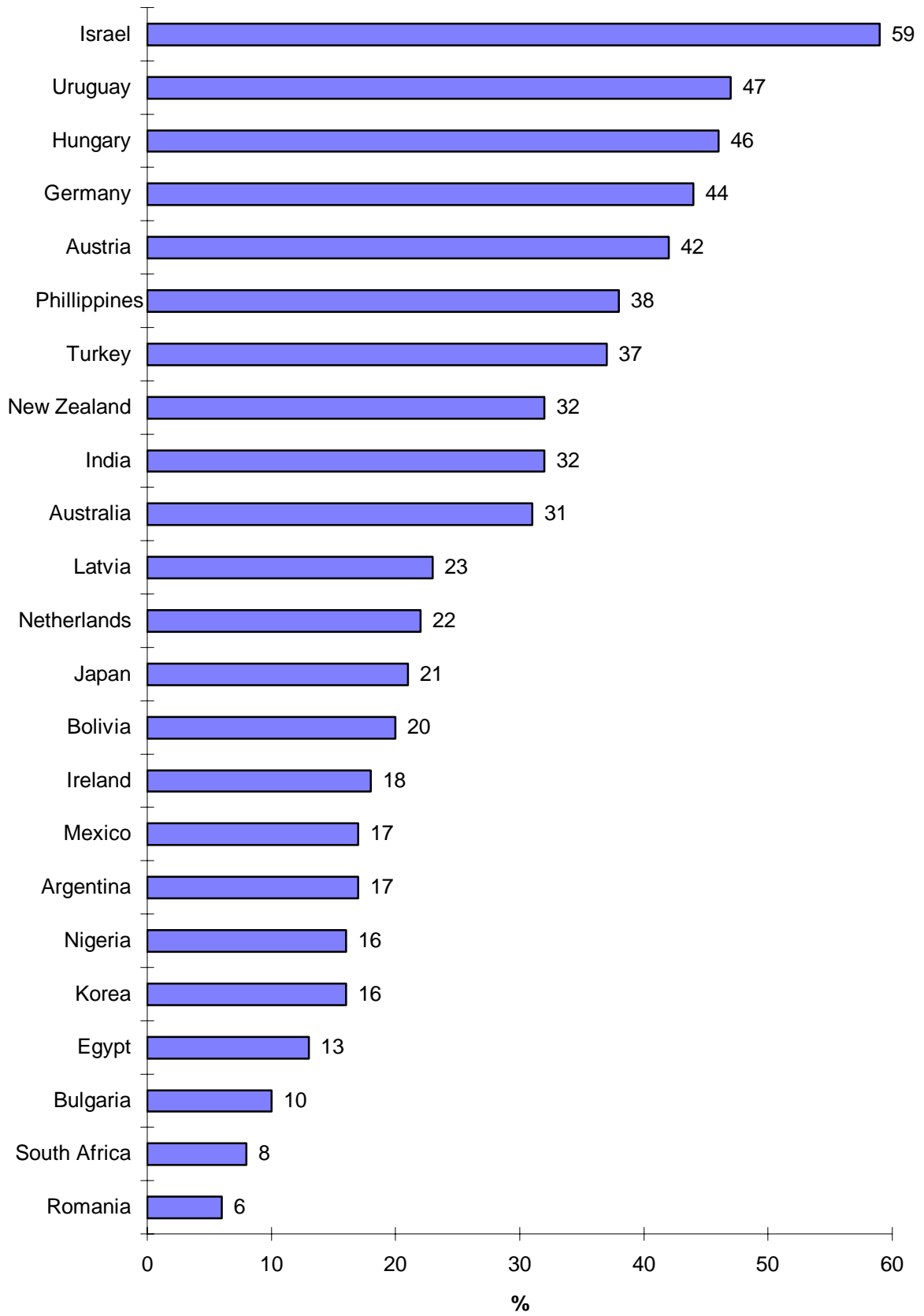
### Kodak



### Panasonic



### McDonald's





### Samsung

