

The Gallup International Olympic Games Survey

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- Prepared by -

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Roy Morgan
— Research —

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Nigeria Shows Highest Interest in Sydney 2000 Olympic Games
Soccer, Swimming, Track and Field Most Popular Sports
Coca-Cola Tops Sponsorship Awareness Survey

Nigeria is showing the highest level of interest in the Sydney 2000 Olympic Games, according to the International Olympic Games Survey conducted in 25 Gallup International countries.

Australia, host to the 2000 Olympic Games, is showing the third highest level of interest (73%) behind Nigeria (88%) and New Zealand (80%). Least likely to be interested in the 2000 Olympic Games are Japan (27%) and Bulgaria (27%).

As well, Nigeria is showing the highest level of interest in watching the Olympic Games' opening ceremony on television (86%), followed by Latvia (79%), New Zealand (78%) and Argentina (77%). Australia (47%) ranks equal fourth last on this question with Japan (47%). Turkey is least interested in watching the opening ceremony on television (32%).

Soccer tops the list of 12 of the countries surveyed as the Olympic sport they are most interested in watching on television. Nigeria (89%), Bolivia (71%), Korea (67%), Argentina (65%), Egypt (64%), South Africa (60%), Mexico (54%, equal with gymnastics), The Netherlands (43%), Bulgaria (41%), Germany (38%), Spain (37%) and Austria (32%) all nominated soccer more than any other Olympic sport.

Track and Field tops the list in New Zealand (78%), Israel (75%), Greece (57%), Japan (47%) and Latvia (40%) while swimming is the most popular Olympic sport in Hungary (66%), Ireland (62%) and Australia (59%).

Basketball tops the list in the Philippines (84%) and Turkey (53%), while it is gymnastics in Mexico (54%, equal with soccer), Uruguay (69%) and Romania (64%). For India, tennis is the Olympic sport they are most interested in watching on television (40%).

When it comes to naming the official sponsors of the Sydney 2000 Olympic Games, Coca-Cola (an official sponsor) or Adidas (not an official sponsor) top the list of sponsorship awareness in every country for both aided and unaided awareness.

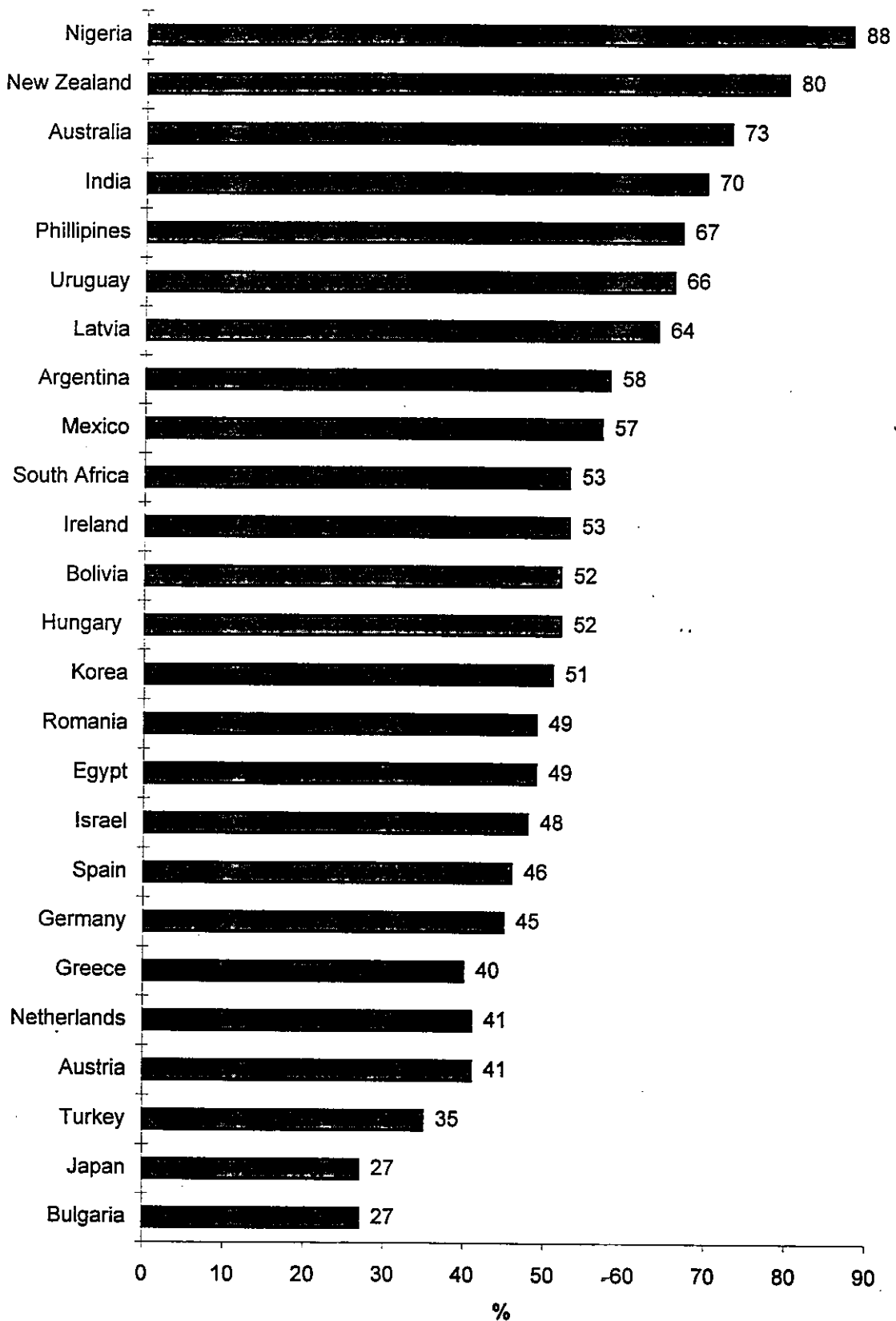
Other official sponsors which attract relatively high sponsorship awareness across most country's are McDonald's and Kodak.

While no company has yet been named as the official Sydney 2000 Olympic Games sport shoe sponsor, relatively high proportions of people from most countries think Reebok or Nike are sponsors as well as Adidas.

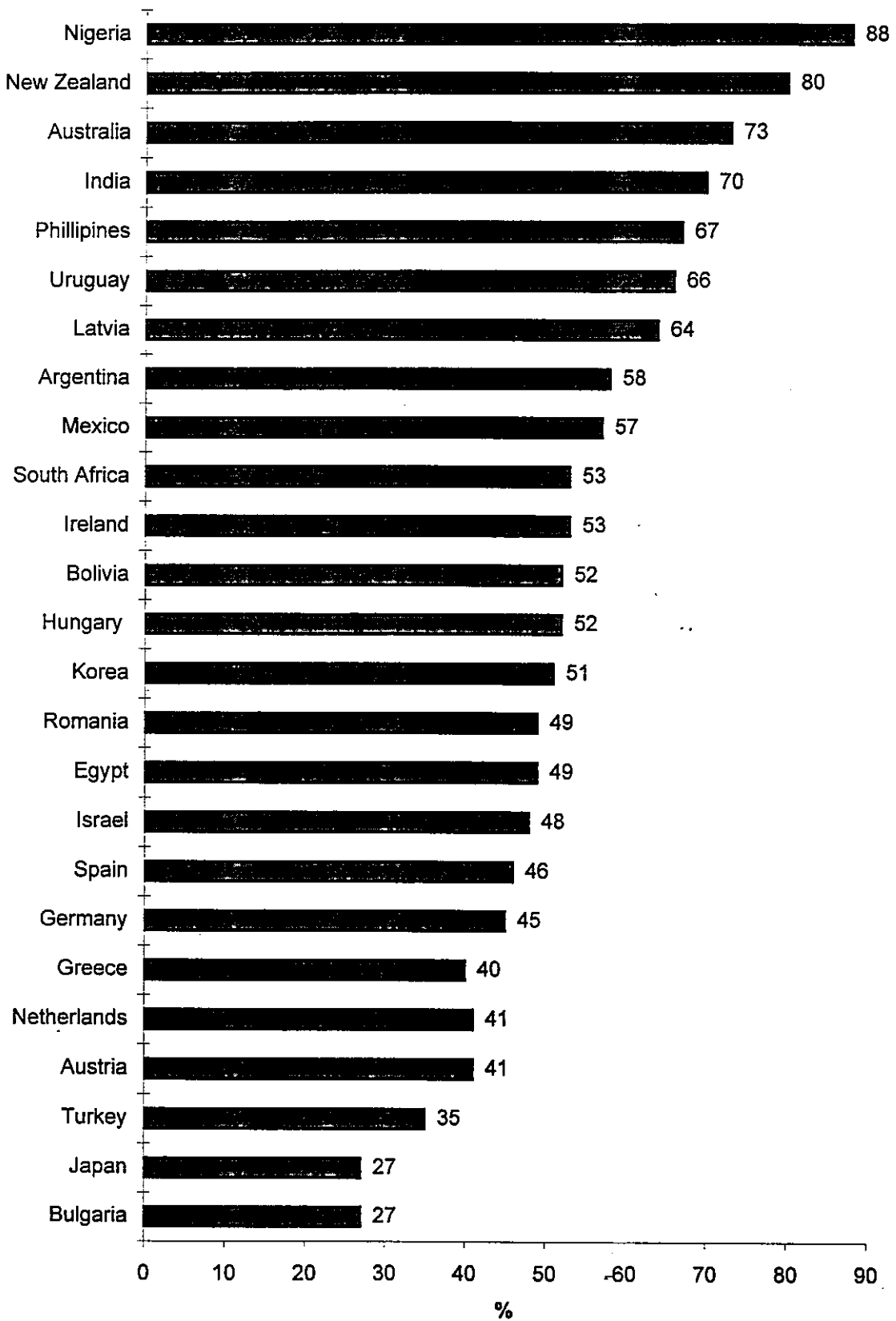
These findings come from the Gallup International Olympic Games Survey conducted in 25 countries from October 1997 to April 1998. This is the first of a series of International Olympic Games surveys to be conducted over the next two years. The survey will be extended to cover many other countries.

Please note, that aided sponsorship awareness in Australia is high for local sponsors such as Telstra (34%), AMP (30%), Ansett Australia (27%) and Westpac (26%).

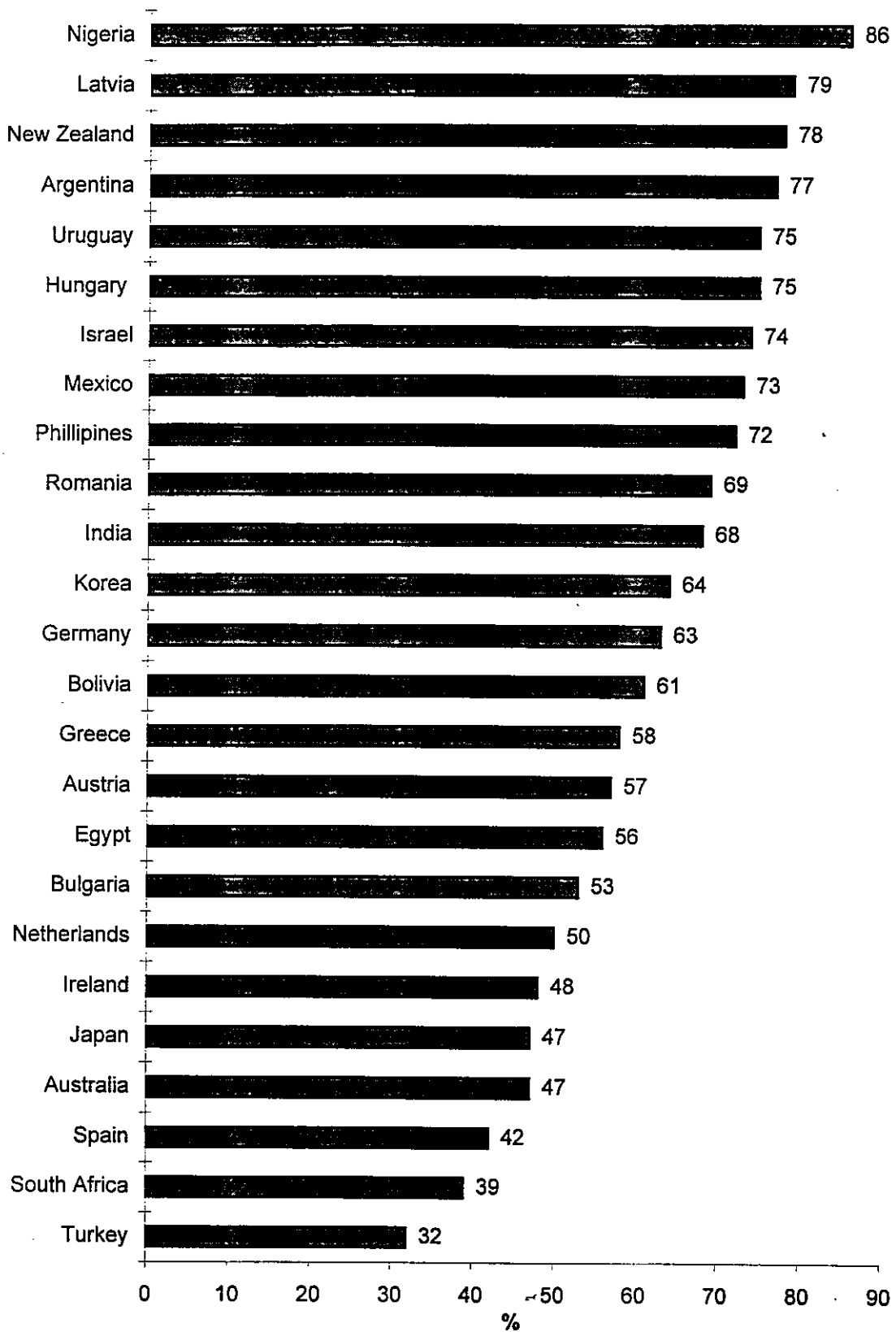
Interest in the Sydney 2000 Olympic Games



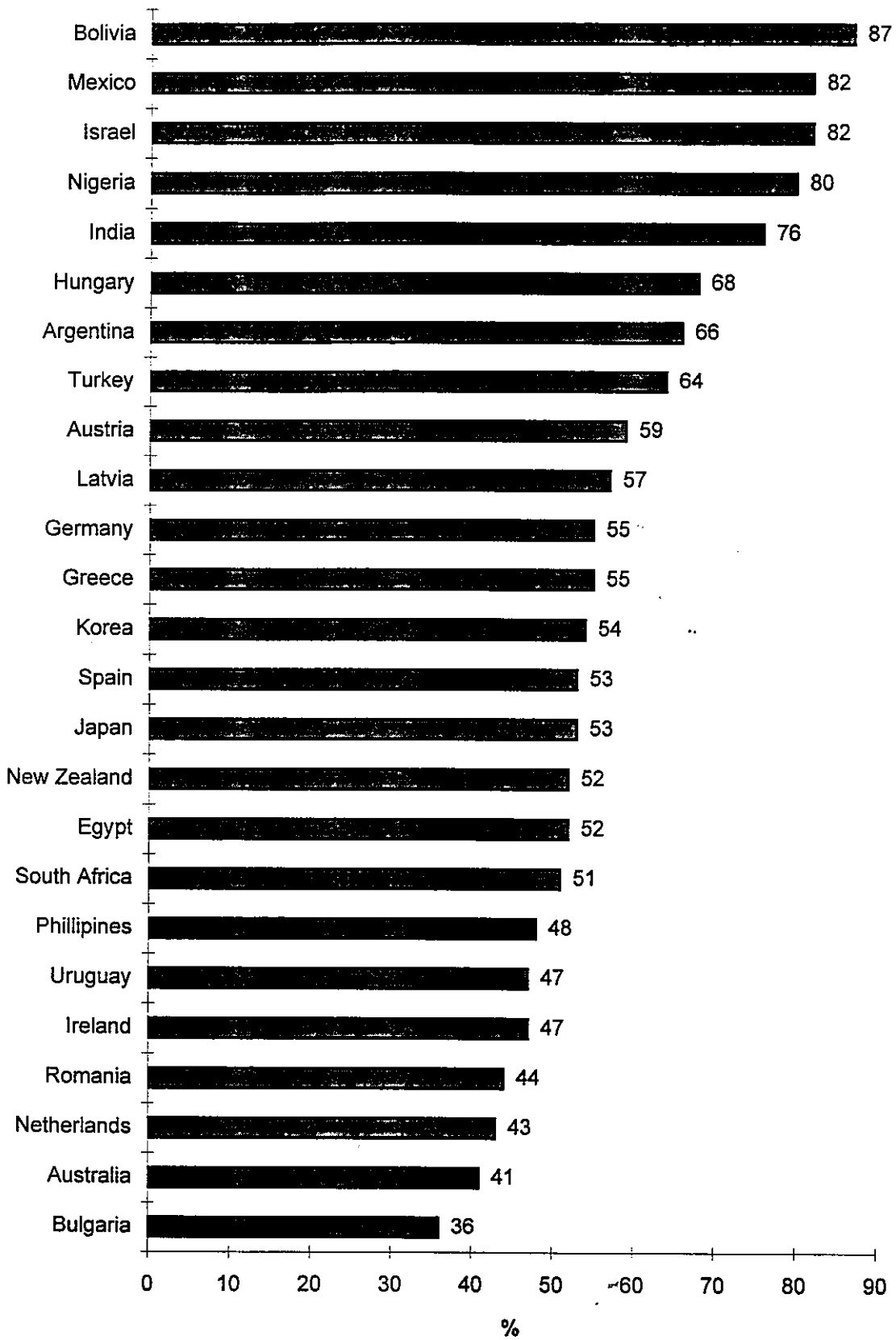
Interest in the Sydney 2000 Olympic Games



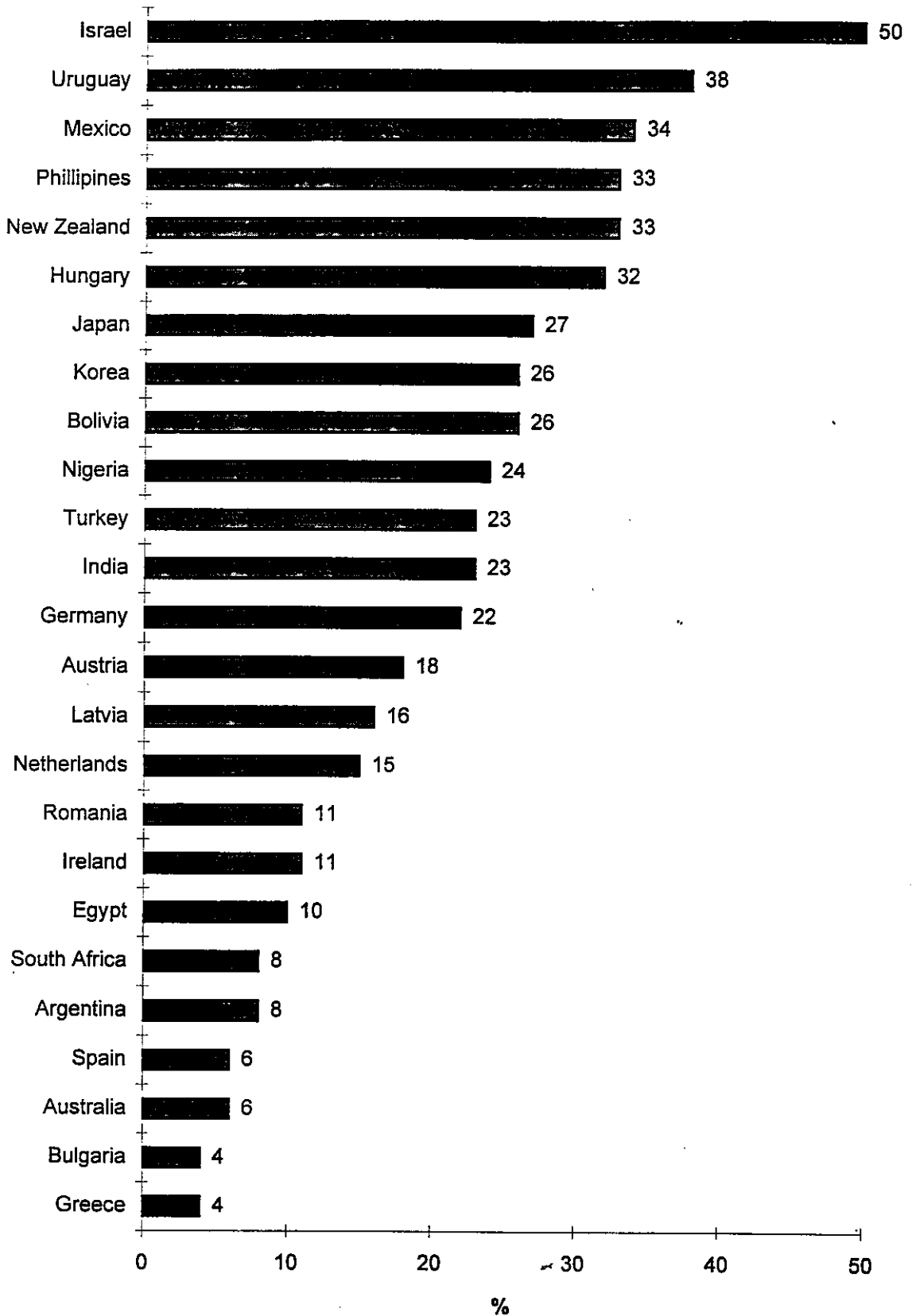
Interest in Watching Opening Ceremony on TV



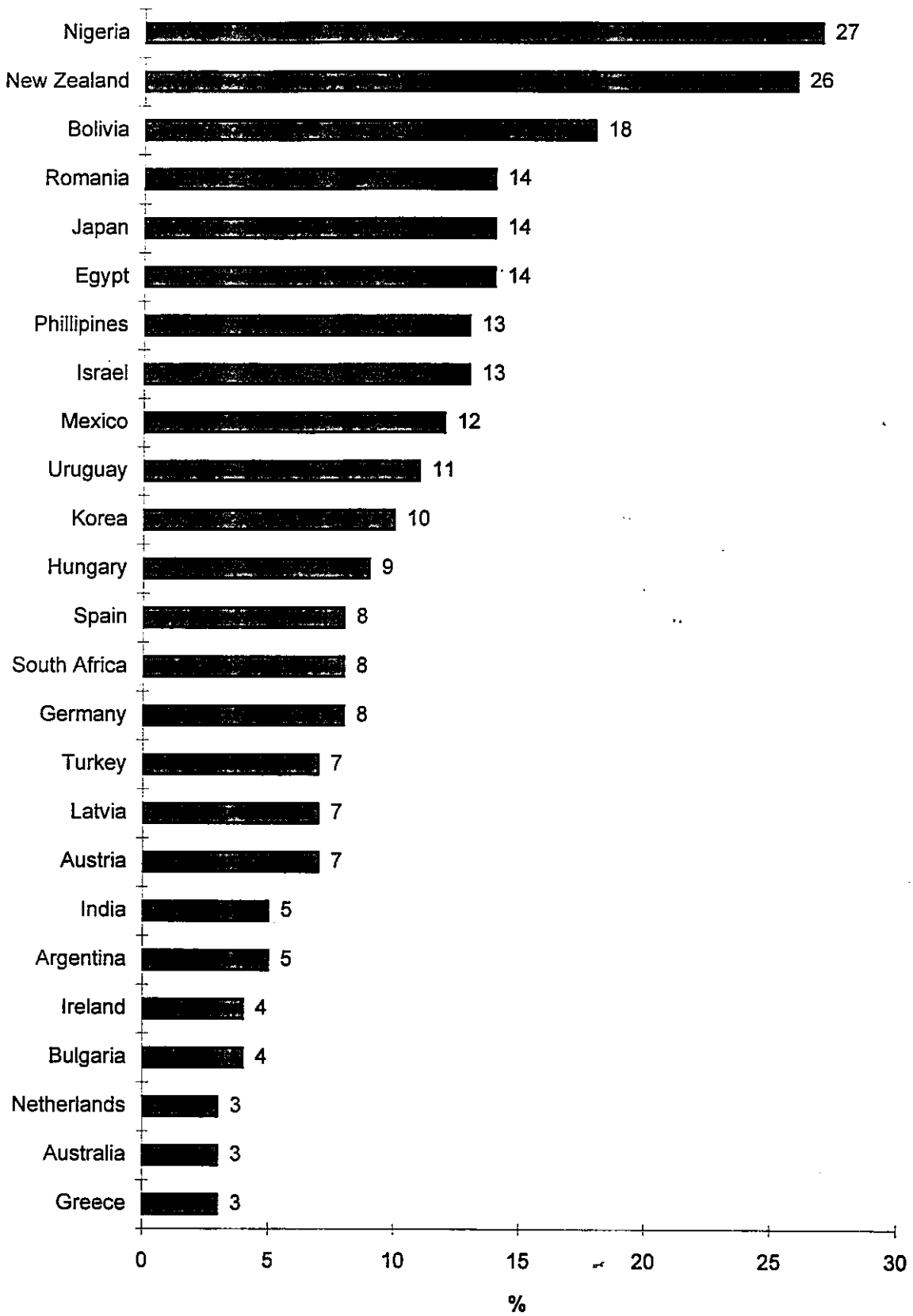
Coca-Cola



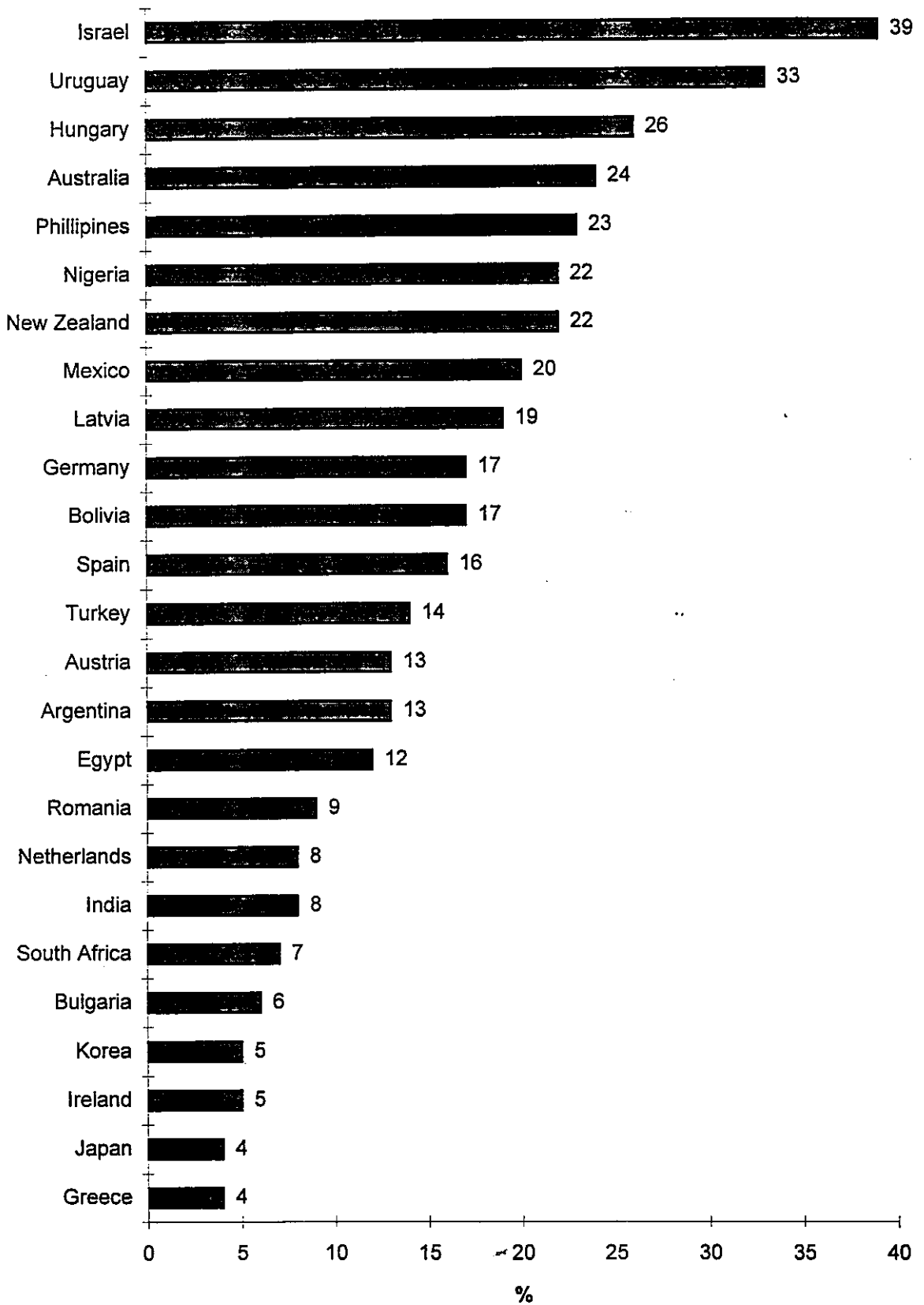
Fuji



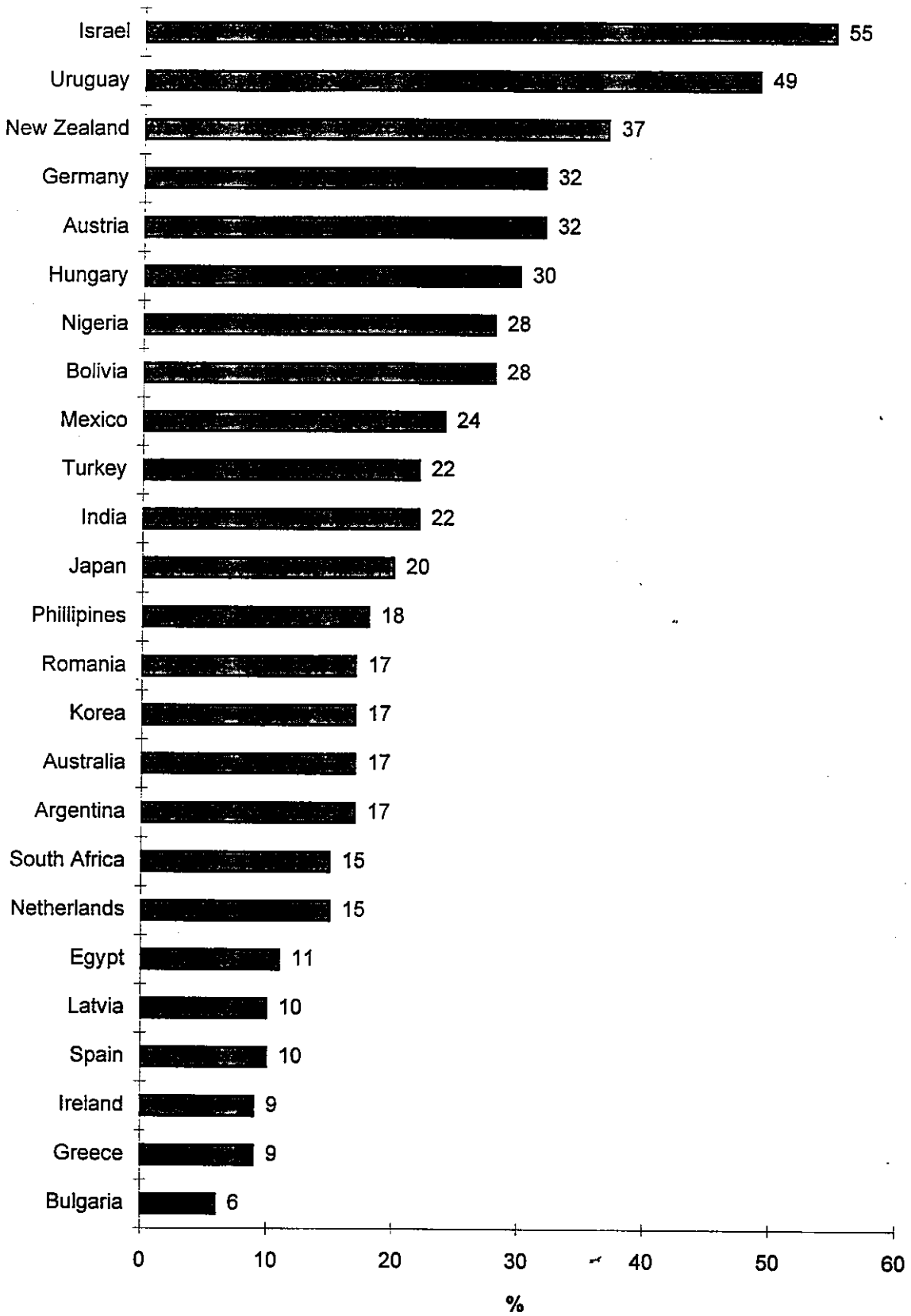
Xerox



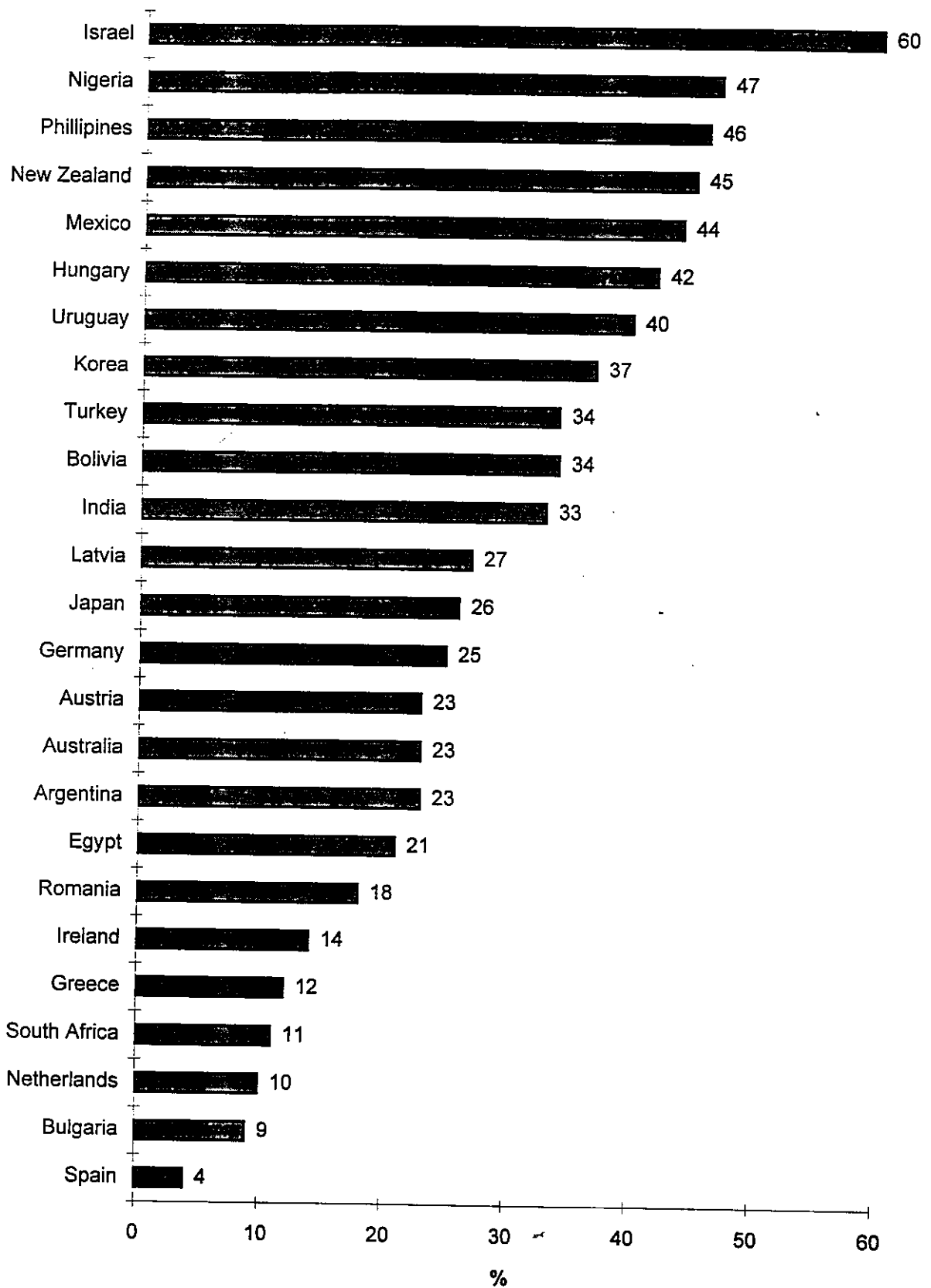
General Motors/Holden



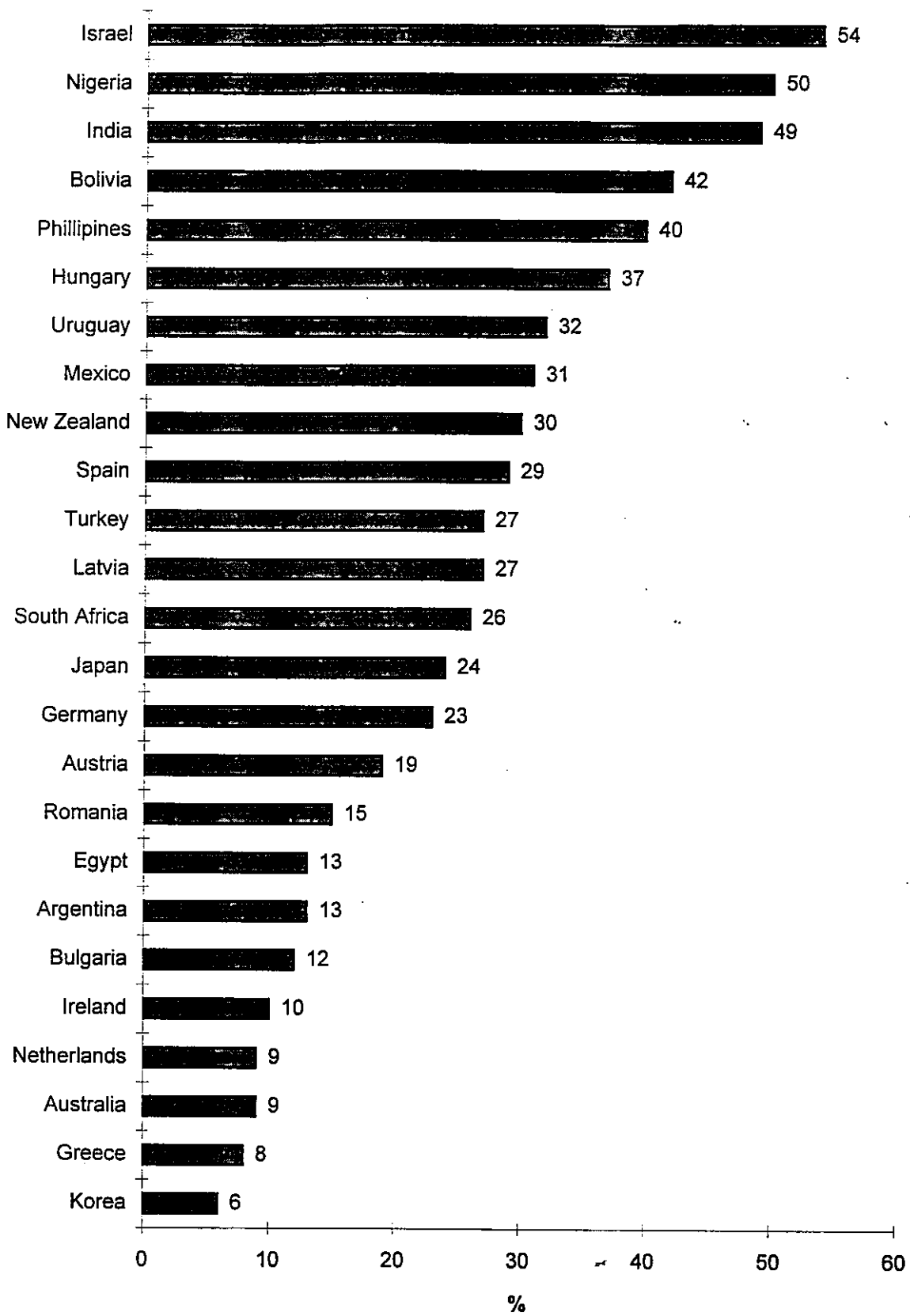
IBM



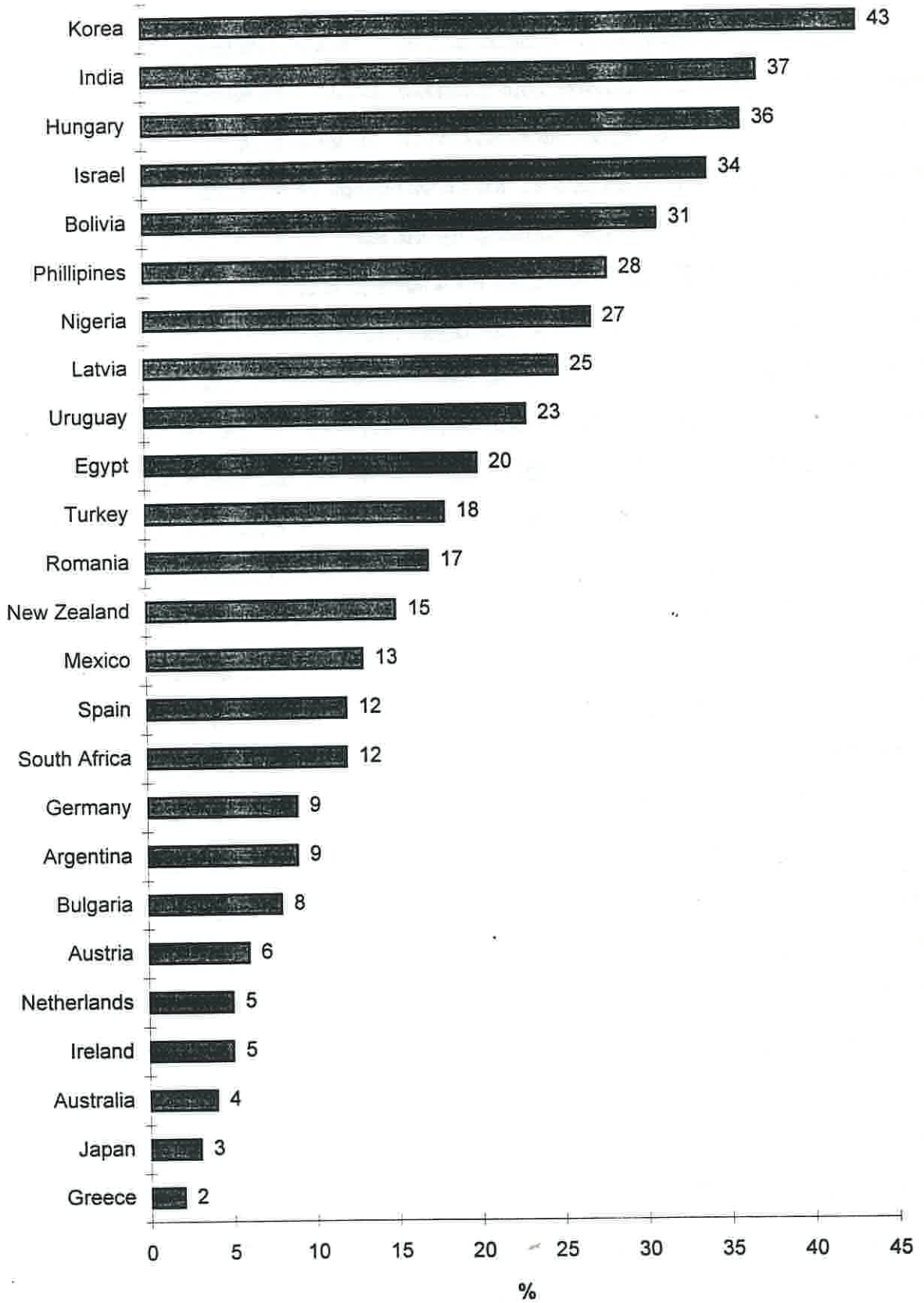
Kodak



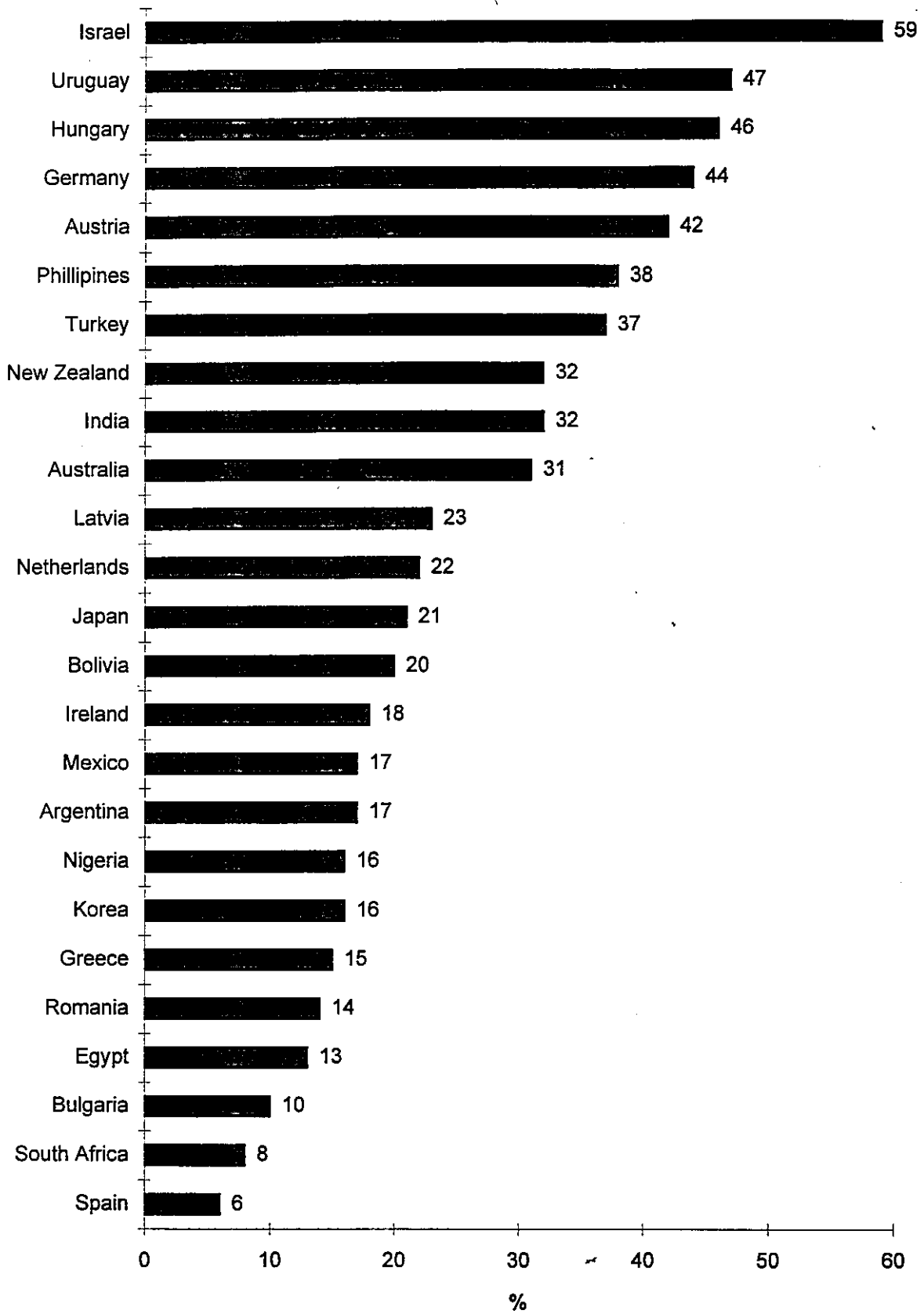
Panasonic



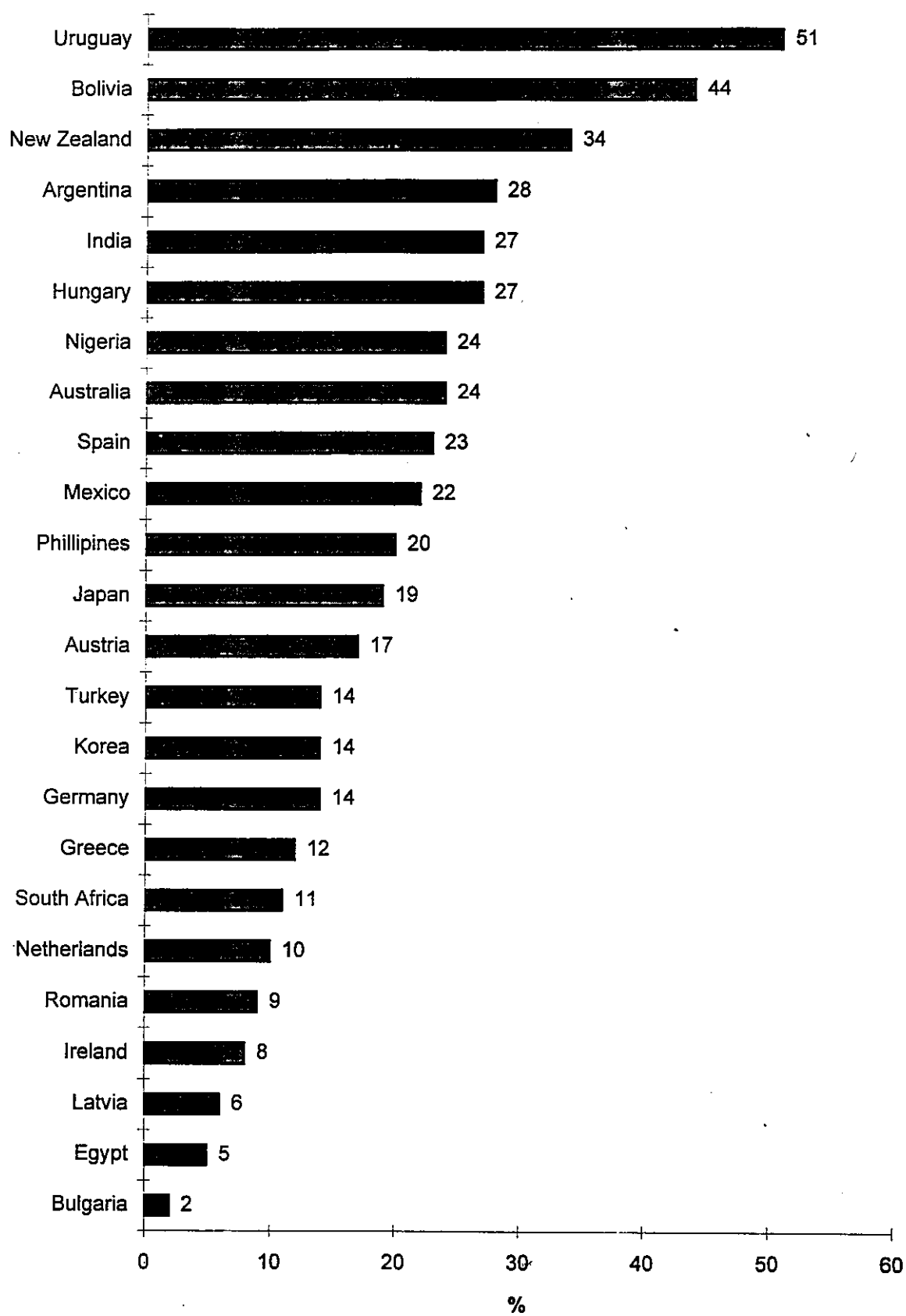
Samsung



McDonalds



Visa



As I say different Olympic sports, please tell me if you'd be interested in watching that Olympic sport on TV, or not.	Argentina	Australia	Austria	Bolivia	Bulgaria	Egypt	Germany	Greece	Hungary	India	Ireland	Israel	Japan	Korea	Latvia	Mexico	Netherlands	New Zealand	Nigeria	Phillipines	Romania	South Africa	Spain	Turkey	Uruguay
Opening ceremony	77	47	57	61	53	56	63	58	75	68	48	74	47	64	79	73	50	78	86	72	69	39	42	32	75
Closing ceremony	68	40	36	49	46	36	49	45	71	49	36	62	26	46	74	68	35	71	82	56	61	29	30	26	75
Track and field athletics	36	47	29	48	29	21	36	57	37	22	55	75	47	40	40	44	39	78	72	50	37	38	28	43	51
Baseball	16	9	6	22	5	4	8	6	13	9	*	21	15	22	8	27	7	24	36	50	10	10	6	17	21
Basketball	39	21	13	58	16	21	18	41	42	11	18	67	13	34	37	45	10	42	73	84	23	19	28	53	52
Boxing	31	19	13	36	16	26	17	14	40	19	32	28	4	21	27	29	12	41	65	66	29	36	11	35	28
Track cycling	26	29	7	34	7	10	12	12	19	10	15	32	2	6	12	26	13	54	38	31	13	10	10	-	38
Diving	23	43	6	31	13	20	20	21	30	16	22	48	6	12	23	49	20	66	39	48	24	11	13	26	30
Equestrian	22	22	15	21	9	12	23	17	40	6	23	49	3	7	27	17	18	49	20	30	25	5	7	25	29
Gymnastics	46	46	30	56	21	25	17	39	48	36	45	71	42	30	31	54	33	74	54	52	64	27	20	41	69
Hockey	22	18	5	14	8	8	11	5	30	28	9	29	2	8	39	17	16	25	47	28	7	10	9	16	16
Rowing	21	25	10	9	9	4	25	15	43	8	16	43	1	6	17	-	17	63	29	29	16	5	7	19	29
Soccer	65	20	32	71	41	64	38	39	50	38	44	49	24	67	30	54	43	31	89	45	47	60	37	20	68
Swimming	40	59	27	52	16	39	36	36	66	37	62	68	35	24	31	53	24	77	71	64	28	28	27	49	60
Tennis	35	28	27	37	12	26	23	18	33	40	28	52	15	10	18	22	28	40	64	49	33	30	28	39	37
Weightlifting	23	24	6	26	17	15	11	40	35	25	20	34	2	15	21	27	8	50	60	36	14	12	7	38	24
Wrestling	20	11	6	28	19	30	10	15	36	30	15	28	3	30	19	20	4	19	71	57	16	19	7	42	18
None/ can't say	10	-	-	-	25	12	-	15	-	12	1	-	15	6	6	10	17	3	6	1	-	-	25	-	6

As far as you know, which companies are sponsoring the 2000 Olympic Games in Sydney, Australia? UNAIDED AWARENESS	Argentina	Australia	Austria	Bolivia	Bulgaria	Egypt	Germany	Greece	Hungary	India	Ireland	Israel	Japan	Korea	Latvia	Mexico	Netherlands	New Zealand	Nigeria	Philippines	Romania	South Africa	Spain	Turkey	Uruguay
International sponsors																									
Adidas	10	1	25	18	19	8	31	5	21	18	9	4	2	8	21	9	2	3	8	12	11	4	21	33	15
American Express	*	*	6	4	1	3	5	*	*	8	1	-	*	1	*	2	-	1	1	1	2	1	1	2	2
Cadbury	*	1	*	*	2	2	1	*	-	16	1	-	-	-	*	*	-	*	19	1	2	1	2	1	1
Coca-cola	20	10	32	50	27	25	40	18	15	50	17	30	12	18	18	41	12	9	52	24	19	16	50	40	28
Ford	*	1	4	1	4	2	3	*	1	7	1	1	*	1	3	2	-	*	1	1	4	1	3	9	2
Fosters	-	5	2	*	1	-	1	-	*	3	1	*	*	*	*	*	*	1	-	1	1	*	1	*	1
Fuji	1	-	4	2	2	3	5	-	2	16	1	1	1	3	3	2	*	1	*	4	3	1	2	6	2
Xerox	-	-	3	1	2	3	1	-	-	2	*	-	*	1	1	*	-	1	1	1	3	1	1	1	-
General Motors	*	5	4	1	3	2	2	-	*	5	1	-	-	*	2	1	*	1	1	3	3	1	1	2	1
IBM	*	1	11	2	3	2	9	1	1	12	1	1	1	2	1	2	2	1	2	*	4	2	3	5	2
Kelloggs	-	1	3	1	*	-	5	*	-	11	*	-	*	*	3	*	-	1	-	1	1	1	1	1	-
Kentucky Fried	-	-	2	*	2	3	1	-	-	4	*	-	*	1	-	*	-	1	*	4	1	2	*	2	-
Kodak	1	1	6	4	3	4	6	1	3	18	1	2	2	6	4	4	*	4	5	6	3	1	2	9	1
Kraft	-	-	*	*	1	*	3	-	-	4	1	*	-	-	*	*	-	*	*	1	1	-	1	1	-
McDonalds	*	5	17	2	4	2	16	1	3	13	3	3	2	1	2	1	2	1	1	5	2	1	3	12	1
Mars	*	*	5	1	2	*	12	-	2	3	6	-	-	-	1	*	6	*	*	1	2	*	*	1	1
Mastercard	3	*	3	4	2	1	6	*	-	14	1	--	-	*	1	*	1	*	*	1	3	-	1	2	7

Official sponsors in bold

* = less than 0.5%

- = not mentioned

As far as you know, which companies are sponsoring the 2000 Olympic Games in Sydney, Australia? UNAIDED AWARENESS	Argentina	Australia	Austria	Bolivia	Bulgaria	Egypt	Germany	Greece	Hungary	India	Ireland	Israel	Japan	Korea	Latvia	Mexico	Netherlands	New Zealand	Nigeria	Philippines	Romania	South Africa	Spain	Turkey	Uruguay
International sponsors																									
Microsoft	-	-	4	*	1	1	4	*	*	7	*	1	*	*	1	*	*	*	*	-	2	*	1	2	-
Nike	3	1	17	13	7	2	18	2	9	17	8	7	3	8	5	9	4	2	8	7	4	3	18	12	2
Panasonic	*	-	6	3	6	4	3	*	1	20	1	*	2	*	4	1	-	1	3	4	4	3	2	5	2
Pepsi	3	*	7	12	8	15	7	3	6	46	3	1	*	2	5	10	1	1	17	10	8	1	7	23	5
Reebok	1	*	16	16	6	2	8	*	1	18	5	2	*	3	6	3	*	1	2	2	3	3	7	14	3
Samsung	-	-	2	3	4	3	1	*	1	14	*	*	*	11	3	*	-	*	*	1	6	11	1	3	-
Schweppes	-	-	4	-	3	2	2	-	*	6	*	*	-	-	*	-	-	-	*	-	1	11	1	2	-
Toyota	1	1	4	5	3	2	3	1	*	14	1	-	1	1	3	*	-	1	2	9	3	3	1	4	2
Visa	1	1	4	4	1	1	3	*	*	20	1	1	1	1	1	1	1	1	1	1	2	1	1	2	4

Official sponsors in bold

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As I name different companies, please tell me, to the best of your knowledge, whether or not they are sponsoring the 2000 Olympic Games in Sydney, Australia? Is . . . sponsoring the 2000 Olympic Games, or not? AIDED AWARENESS	Argentina	Australia	Austria	Bolivia	Bulgaria	Egypt	Germany	Greece	Hungary	India	Ireland	Israel	Japan	Korea	Latvia	Mexico	Netherlands	New Zealand	Nigeria	Phillipines	Romania	South Africa	Spain	Turkey	Uruguay
International sponsors																									
Adidas	52	13	53	66	30	31	55	31	67	40	35	69	25	38	57	53	25	42	50	47	34	27	25	59	52
American Express	26	10	21	30	3	14	23	8	17	27	10	54	13	8	5	35	11	34	23	18	6	9	3	12	28
Cadbury	3	9	2	5	3	14	22	1	2	44	5	11	*	*	2	5	1	17	53	9	7	6	36	8	13
Coca-cola	66	41	59	87	36	52	55	55	68	76	47	82	53	54	57	82	43	52	80	48	44	51	53	64	47
Ford	15	12	13	14	8	10	14	7	30	15	9	45	3	6	21	22	7	23	16	21	11	10	5	33	29
Fosters	2	13	7	5	2	1	13	1	8	5	9	7	*	1	2	4	2	26	8	10	3	2	8	6	4
Fuji	8	6	18	26	4	10	22	4	32	23	11	50	27	26	16	34	15	33	24	33	11	8	6	23	38
Xerox	5	3	7	18	4	14	8	3	9	5	4	13	14	10	7	12	3	26	27	13	14	8	8	7	11
General Motors	13	24	13	17	6	12	17	4	26	8	5	39	4	5	19	20	8	22	22	23	9	7	16	14	33
IBM	17	17	32	28	6	11	32	9	30	22	9	55	20	17	10	24	15	37	28	18	17	15	10	22	49
Kelloggs	7	11	11	13	1	1	18	3	8	24	7	21	2	5	21	17	1	34	8	14	3	7	3	6	6
Kentucky Fried	2	4	5	6	5	24	11	1	7	8	2	25	6	8	2	10	2	13	9	30	3	18	18	12	3
Kodak	23	23	23	34	9	21	25	12	42	33	14	60	26	37	27	44	10	45	47	46	18	11	4	34	40
Kraft	2	2	2	6	2	2	20	2	3	7	2	8	*	1	3	6	*	12	8	18	6	1	20	7	3
McDonalds	17	31	42	20	10	13	44	15	46	32	18	59	21	16	23	17	22	32	16	38	14	8	6	37	47
Mars	2	3	16	9	4	5	34	3	35	8	21	17	*	*	5	3	18	20	8	8	9	1	4	11	5
Mastercard	29	6	11	43	5	6	21	4	20	22	8	49	8	8	4	17	12	32	22	16	11	15	7	15	51
Microsoft	5	5	12	10	4	4	26	3	18	13	6	32	3	6	5	11	6	23	17	10	8	5	33	14	8

Official sponsors in bold * = less than 0.5% :- = not mentioned

As I name different companies, please tell me, to the best of your knowledge, whether or not they are sponsoring the 2000 Olympic Games in Sydney, Australia? Is . . . sponsoring the 2000 Olympic Games, or not? AIDED AWARENESS	Argentina	Australia	Austria	Bolivia	Bulgaria	Egypt	Germany	Greece	Hungary	India	Ireland	Israel	Japan	Korea	Latvia	Mexico	Netherlands	New Zealand	Nigeria	Philippines	Romania	South Africa	Spain	Turkey	Uruguay
International sponsors																									
Nike	30	18	38	61	12	8	39	19	51	40	35	69	32	39	23	47	32	48	46	44	14	24	25	33	30
Panasonic	13	9	19	42	12	13	23	8	37	49	10	54	24	6	27	31	9	30	50	40	15	26	29	27	32
Pepsi	31	2	24	56	15	42	32	22	53	72	16	55	15	21	30	46	14	30	67	48	32	13	29	51	33
Reebok	15	8	40	64	12	9	28	10	39	47	27	65	7	27	32	33	19	40	33	32	13	24	11	39	27
Samsung	9	4	6	31	8	20	9	2	36	37	5	34	3	43	25	13	5	15	27	28	17	12	12	18	23
Schweppes	2	4	14	6	5	14	14	3	16	13	3	30	2	*	3	2	3	18	25	7	4	6	13	15	2
Toyota	19	7	12	44	5	11	17	11	24	19	9	48	1	7	25	9	6	32	40	42	11	22	11	25	37
Visa	28	24	17	44	2	5	14	12	27	27	8	#	19	14	6	22	10	34	24	20	9	11	23	14	51

Official sponsors in bold

* = less than 0.5%

- = not mentioned

omitted from list

Methodology

Country	Telephone (T) Face-to-Face (F) Self-Completion (S)	Age	Sample Size	Sample Type 1 = national 2 = urban 3 = other	Field Dates	Weighted
Argentina	F	18+	1,215	1	Nov '97	yes
Australia	S	14+	1,859	1	Feb-Apr '98	yes
Austria	F	14+	938	1	Sept '97	no
Bolivia	F	14+	1,314	1	Sept '97	yes
Bulgaria	F	14+	1,107	1	Nov '97	no
Egypt	F	14+	508	1	Oct/Nov '97	no
Germany	F	14+	1,030	1	Nov '97	yes
Greece	F	18-64	1,000	1	Oct '97	no
Hungary	F	18+	986	1	Nov '97	no
India	F	14+	980	2	Oct '97	yes
Ireland	T	14+	1,400	1	Oct '97	no
Israel	T	18-64	501	1	Feb '98	no
Japan	F	18+	1,215	1	Nov '97	yes
Korea	F	14-64	1,594	1	Sept '97	no
Latvia	F	14+	1,002	1	Dec '97	yes
Mexico	F	18-65	1,609	1	Oct '97	yes
Netherlands	T	18+	979	1	Dec '97	yes
New Zealand	T	14+	1,108	1	Dec '97	yes
Nigeria	F	14+	1,007	2	Oct '97	no
Phillipines	F	14+	1,000	1	Sept '97	yes
Romania	F	14+	1,199	1	Oct '97	yes
South Africa	F	16+	3,497	1	Mar '98	yes
Spain	F	16+	1,000	1	April '98	no
Turkey	F	18+	829	2	Dec '97	no
Uruguay	F	18+	200	2	Jan '98	no