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
- Philippines
- 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
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
IBM

Israel: 55%
Uruguay: 49%
New Zealand: 37%
Germany: 32%
Austria: 32%
Hungary: 30%
Nigeria: 28%
Bolivia: 28%
Mexico: 24%
Turkey: 22%
India: 22%
Japan: 20%
Philippines: 18%
Korea: 17%
Australia: 17%
Argentina: 17%
South Africa: 15%
Netherlands: 15%
Egypt: 11%
Latvia: 10%
Romania: 9%
Ireland: 9%
Bulgaria: 6%

Roy Morgan Research
McDonald's

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