

IOC RESEARCH
SOCHI 2014

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This report includes a summary of four research studies, commissioned by the IOC and carried out by KantarSport, a division of Kantar Media

- Consumers
- Athletes
- Spectators
- Broadcast

CONSUMERS

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METHODOLOGY

Consumers

- Field work – Feb 24th to March 18th 2014
- 36,000 online interviews
- Even distribution across genders and age groups (8-65 year olds)
- 16 Countries (Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Japan, Mexico, Russia, South Africa, South Korea, United Kingdom and United States of America)
- Data weighted by contribution of eligible population to better represent the world population

TOPIC: AWARENESS AND APPEAL OF SPORTS AND ENTERTAINMENT PROPERTIES

- The properties researched included all major sport and entertainment events around the world, as well as regional and country specific events including the top market specific TV reality shows.
- Questions:
 - Please state whether you’ve heard of the following properties.
 - And for those you’ve heard of, please indicate how appealing each one is to you using a scale from 1 to 10 where 1 means it is “not at all appealing” and 10 means it is “extremely appealing”.
- Results:

Olympic Games:	Awareness 92%	Appeal 7.7
Olympic Winter Games:	Awareness 93%	Appeal 7.0

Both Olympic events have the highest awareness and appeal from all researched properties

TOPIC: BRAND RECOGNITION

- The symbols/ logos included in this topic are leading organisations or companies from the following segments: sport and entertainment properties, consumer brands and international non-profit institutions
- Question: Please can you write what you think the symbol/logo is?
- Results:

Olympic Rings brand recognition – 93%

It is the most widely recognized of all the brand symbols surveyed

TOPIC: VALUES ASSOCIATION

- **Question:** Using the sliding scale, please score the Olympic Rings symbol according to how much you think the word/phrase applies to it (16 values tested). A score of 1 means you do not think it applies at all and 10 means you think it applies fully.

- **Results:**

Attributes strongly associated with the Olympic Rings are:

- Global
- Inspiration
- Friendship
- Peace
- Excellence
- Diversity

TOPIC: OLYMPIC MOVEMENT AND YOUTH

– Question:

- Please indicate how much you agree or disagree with the following statements about the Olympic Games by using a scale from 1 to 5 where 1 is “do not agree at all” and 5 is “agree fully”.

– Results:

All youth related statements are highly rated:

- The performances of Olympic athletes encourages children to participate in sport
- Athletes at the Olympic Games provide good role models for children
- The Olympic Games is relevant to the younger generation
- The Olympic Games is youthful
- The IOC is promoting sport and its benefits for all, especially young people
- The IOC is promoting education through sport

TOPIC: IOC RESPONSIBILITIES

– Question: From the following list of roles, please indicate whether you consider it to be a responsibility of the International Olympic Committee (IOC) and if so how effective the IOC is in carrying it out?

– Results:

Top IOC responsibilities identified:

- Sports to be included in Olympic Programme (78%)



- Fighting against doping (77%)



- Selection of host cities (78%)



- Protecting Athletes' health (75%)



TOPIC: IOC PERCEPTIONS

– Question: Below are some pairs of words that could be used to describe the IOC (International Olympic Committee). For each pair, the word on the left of the scale is opposite or extreme to the word on the right. Please move the marker to the position on the scale that you think best describes the IOC. If you are undecided, place the marker closer to the middle.

– Results:

The IOC is perceived as being:

- Strict on doping
- Global
- Leader
- Ethical

TOPIC: LEGACY

- Question: Please indicate how much you agree or disagree with the following statements about the Olympic Games by using a scale from 1 to 5 where 1 is “do not agree at all” and 5 is “agree fully”.

- Results:

- 75% believe that ensuring a positive legacy is an IOC responsibility

TOPIC: OPINIONS ON STAGING THE OLYMPIC GAMES

- Question: Below you will see some statements about staging the Olympic Games. Please indicate your response by placing the marker on the scale. If you think the answer is more like the word on the left, place the marker closer to the left hand side and if you think it is more like the word on the right, place it closer to the right. If you think it is a mix of the two or are undecided, place the marker closer to the middle.

- Results:

Hosting the Olympic Games is
an economic burden



Hosting the Olympic Games is
an opportunity for economic
development

Staging the Olympic Games leaves
host city/country
with no benefits

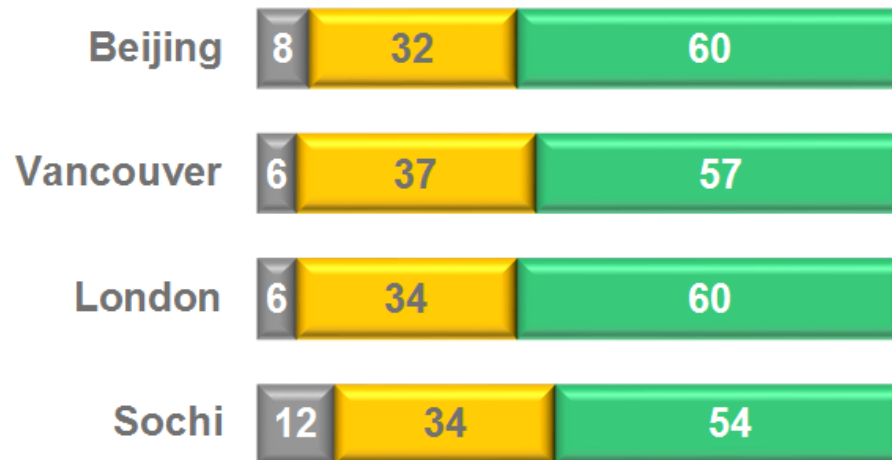


Staging the Olympic Games leaves
host city/country
with many benefits

TOPIC: LEGACY SCORECARD

- Question: Please indicate how much you agree or disagree with the following statements about past and future Olympic Games by using a scale from 1 to 5 where 1 is “do not agree at all” and 5 is “agree fully”.
- Results:

Host city legacy



■ Will not leave a positive legacy

■ No view

■ Will leave a positive legacy

ATHLETES

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METHODOLOGY

Athletes and Officials

- 400 face-to-face interviews with Athletes (February 2014)
- 399 face-to-face interviews with Officials (February 2014)
- 38 in depth interviews and focus groups with Athletes (February 2014)

TOPIC: ATHLETES OPINION OF THE OLYMPIC GAMES

- Question: How much are you enjoying your Olympic Winter Games experience so far? Please use a scale from 1 to 10 where 1 means you are “not enjoying it at all” and 10 means you are “enjoying it very much”.
- Results:

Of the 400 athletes interviewed, 397 enjoyed the Olympic Games

- Results:
 - Their passage through the practicalities (arrival, check-in, transport, etc) went smoothly, and accommodation was good for the Coastal athletes.
 - Mountain food choice was criticised

SPECTATORS

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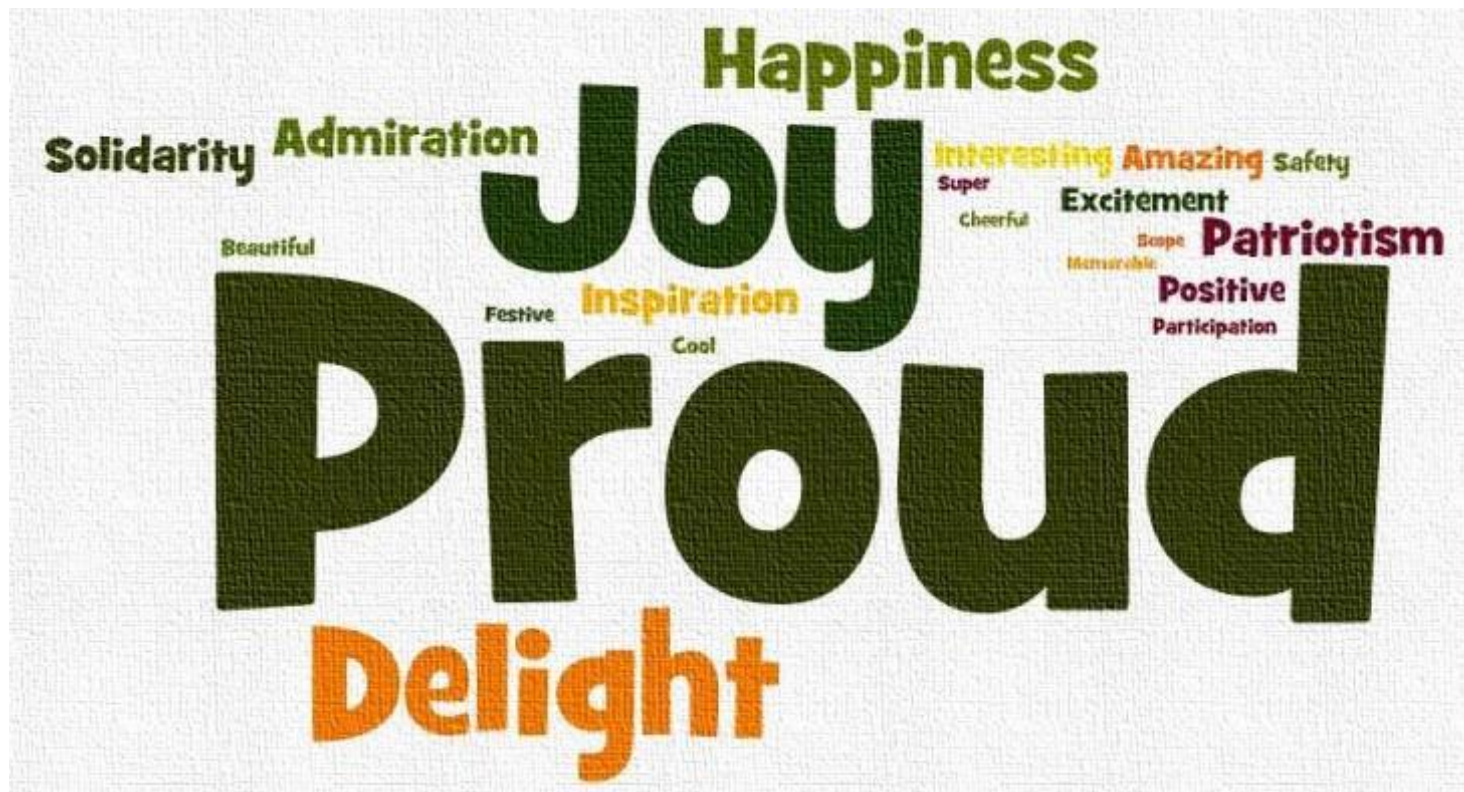
METHODOLOGY

Spectator

- 5,611 online interviews pre-Games (November 2013)
- 5,331 online interview Games-time (February 2014)
- 1,027 Olympic Park visitors interviews (February 2014)
- 4,688 online interviews post-Games (March 2014)
- 15 ethnographic multi-media bloggers (Games-time February 2014)
- 97% Russians and 3% international

TOPIC: EMOTIONS FELT

- Question: Using three words or short phrases could you please describe the emotions you felt while you were at the Sochi Olympic Winter Games?
- Results:



TOPIC: OLYMPIC GAME ENJOYMENT

- Question: Overall, how much did you enjoy attending the Olympic Winter Games in Sochi? Please use a scale from 1 to 10 where 1 means you “did not enjoy at all” and 10 means you are “enjoyed it very much”.
- Results:



With the fantastic venues and the great competitions, the atmosphere was awesome
Many things worked well – transport, security, the volunteers

BROADCAST

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TOPIC: GLOBAL BROADCAST (TELEVISION & DIGITAL)

Sochi 2014 made gains from Vancouver in all categories



Number of broadcasters	114	↑ 119%	250
TV Channels (FTA/CabSat)	240 (128/112)	↑ 72%	412 (250/162)
TV Broadcast Hours (FTA/CabSat)	31,902 (11,692 / 20,210)	↑ 70%	54,367 (22,752 / 31,615)
TV Potential RHB Audience	3.8bn (84%)	↑ 17%	4.4bn (91%)
TV Actual Audience (1 minute)	1.8bn (47%)	↑ 13%	2.1bn (46%)
Digital Channels	100	↑ 130%	230
Digital Broadcast Hours	25,000	↑ 140%	60,000
Digital Video Views	0.3bn	↑ 334%	1.4bn
Digital Actual Audience	130m	↑ 135%	305m

(%) – figures represent the proportion of the world's TV population in 2010 & 2014, the number of people with television access has risen from 2010

Number of Broadcasters : the global number of broadcasters that licensed rights or sub-licensed rights and actually broadcast dedicated Sochi 2014 coverage

TV potential RHB Audience : the total number of people who have in-home access to the broadcasting channels of Sochi 2014. ie. The maximum number of people that could potentially watch Sochi 2014 coverage

Digital Channels : the global number of channels where Sochi 2014 coverage was made available via dedicated Sochi RHB websites, mobile sites or apps

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