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BRITS PUT MONEY AHEAD OF FAIR PLAY IN OLYMPICS SURVEY

Britons associate the Olympic Games with money ahead of traditional virtues such as fair play, effort, respect and excellence, according to research carried out by SMG Insight/YouGov.

35 per cent of Brits said they associated the Games with 'money', putting it second behind 'achievement' in a ranking of key statements associated with the Olympic brand.

The findings indicate the British are out of line with people in other major markets. In Germany, France and the United States, 'money' falls outside the top five statements.

Overall the research reveals that the sentiments or key statements most closely associated with the Olympic Games, amongst UK, US, French and German respondents, are 'excellence' (46%), 'achievement' (44%), 'discipline' (43%) and 'effort' (39%).

The study, which involved more than 8,000 respondents, was conducted in February, and explored people's perceptions of the Olympic Games by looking at what sentiments/key statements are most associated with the Games. Respondents from the UK, the USA, France and Germany were asked which five statements, out of a list of 20, they most closely associated with the Olympic Games.

Cynicism towards the Olympics is shared equally amongst British respondents of all ages. However, those aged 25 and over are more likely than those aged 18-24 to mention **drugs** (15% versus 8%) and **politics** (24 % versus 15%) as statements associated with the Games.

Commenting on the findings from the study Frank Saez, Founder and Managing Director of SMG Insight, said "Given recent media publicity concerning ticket allocation and sales, it is no surprise that we see an element of the British public focus on the money and commercial requirements of the Olympic Games. When we look at the overall results and opinion from other markets in Europe, we see that brand values remain positive towards the Olympics".

Top 10 statements associated with the Olympic Games		
Rank	Statement	Association
1	Excellence	46%
2	Achievement	44%
3	Discipline	43%
4	Effort	39%
5	Money	26%
6	Fair play	26%
7	Respect	22%
8	Drugs	20%
9	Globalisation	17%
10	Business	17%

-ENDS-

Notes to editors:

Please see below for UK, US, French and German data tables.

Figures, unless otherwise stated, are from YouGov Plc.

Total sample size was 2069 UK adults, 1025 US adults, 2021 French adults and 1074 German adults. Fieldwork was undertaken between 14th and 16th February 2012. The survey was carried out online.

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About SMG Insight

SMG Insight delivers leading edge B2B and B2C research and consulting solutions for world-leading sports governing bodies, sponsors and sports investors in order to meet their strategic and business objectives. Through partnership our new generation sports research company, offers a combination of thought leadership, strategic insight and comprehensive data analysis that enables our global clients to achieve a higher return on investment from sports sponsorship, investment and marketing.

Frank Saez, founder and owner of SMG Insight, was previously Vice President of international sports agency IMG for over eight years, heading up the company's international sports and sponsorship research practice. More recently, Frank served as board member and managing director of IFM Sports Marketing Surveys.

For further information visit smg-insight.com/

About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk

The Olympic brand in numbers

UK

Top 5 statements associated with the Olympic Games (UK)		
Rank	Statement	Association
1	Achievement	49%
2	Money	35%
3	Excellence	35%
4	Discipline	28%
5	Effort	27%

Statements associated with the Olympic Games: the Age Gap (UK)				
Rank	Statement	18-24	25+	Difference
1	Achievement	36%	50%	14%
2	Discipline	17%	28%	11%
3	Excellence	27%	37%	10%
4	Drugs	8%	15%	7%
5	Politics	18%	24%	6%

US

Top 5 statements associated with the Olympic Games (US)		
Rank	Statement	Association
1	Achievement	59%
2	Excellence	48%
3	Discipline	45%
4	Effort	30%
5	Striving	25%

Statements associated with the Olympic Games: the Age Gap (US)				
Rank	Statement	18-24	25+	Difference
1	Money	5%	19%	14%
2	Globalisation	27%	14%	13%
3	Fair play	7%	16%	9%
4	Peace	8%	15%	7%
5	Excellence	40%	47%	7%

France

Top 5 statements associated with the Olympic Games (France)		
Rank	Statement	Association
1	Effort	60%
2	Discipline	53%
3	Respect	38%
4	Fair play	28%
5	Excellence	27%

Statements associated with the Olympic Games: the Age Gap (France)				
Rank	Statement	18-24	25+	Difference
1	Globalisation	34%	25%	9%
2	Discipline	62%	53%	9%
3	Friendship	4%	12%	8%
4	Sacrifice	8%	15%	8%
5	Excellence	32%	26%	6%

Germany

Top 5 statements associated with the Olympic Games (Germany)		
Rank	Statement	Association
1	Excellence	72%
2	Discipline	50%
3	Achievement	49%
4	Fair play	40%
5	Effort	38%

Statements associated with the Olympic Games: the Age Gap (Germany)				
Rank	Statement	18-24	25+	Difference
1	Business	3%	18%	15%
2	Effort	48%	37%	11%
3	Money	14%	24%	10%
4	Discipline	58%	49%	9%
5	Friendship	9%	18%	9%