



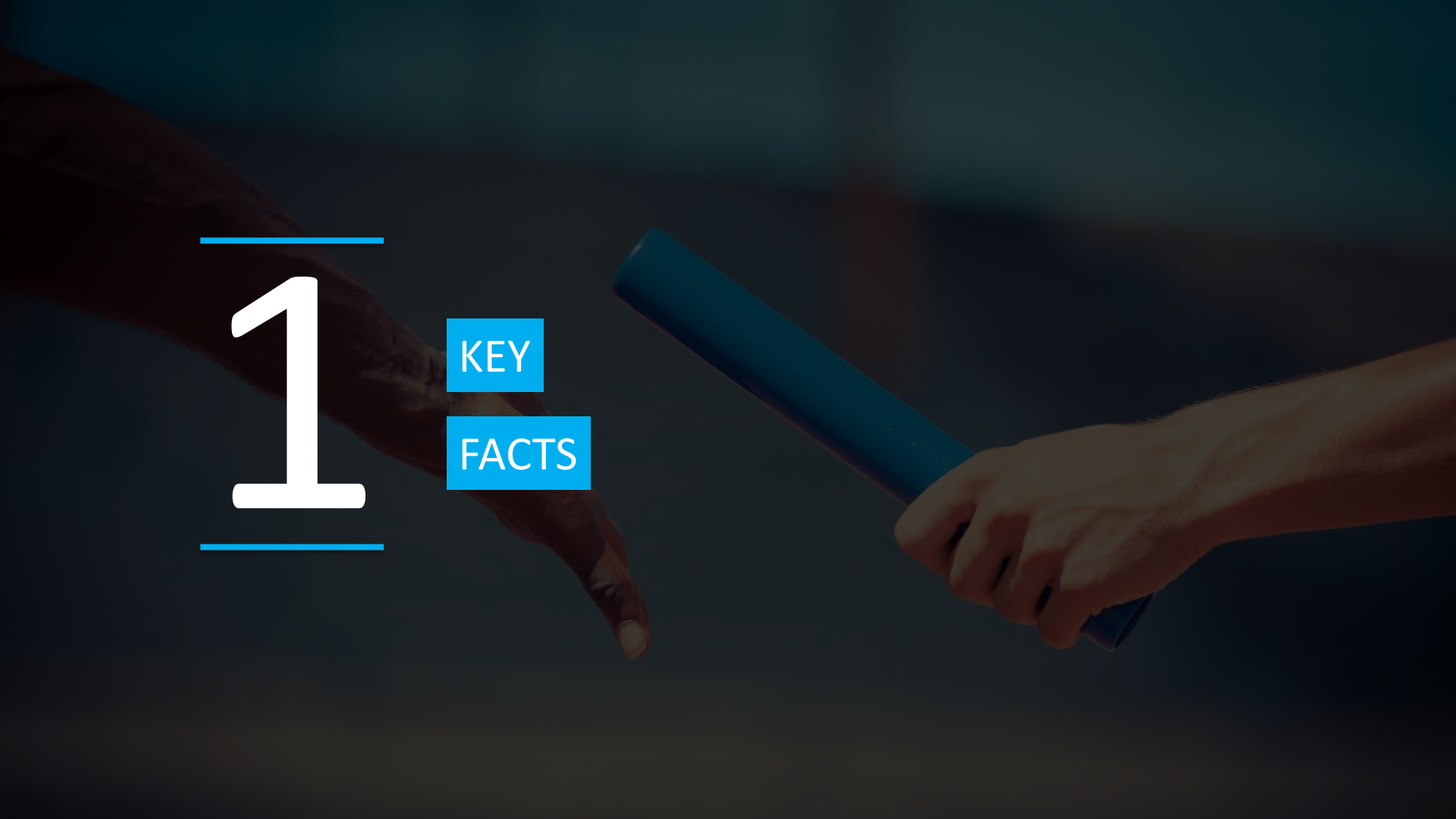
COMITÉ OLÍMPICO DE PORTUGAL

MARKET RESEARCH AD-HOC STUDIO



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A hand holding a blue pen points towards a large white number 1. The number 1 is centered vertically between two horizontal blue lines. To the right of the number 1 are two stacked blue boxes containing the text 'KEY' and 'FACTS'.

1

KEY

FACTS

KEY FACTS

SPORTS LANDSCAPE

CURRENTLY, **SPORTS** ARE ONE OF THE **MAIN AREAS OF INTEREST** AMONG THE PORTUGUESE POPULATION, REACHING **70% INTEREST**, WHICH PLACE SPORTS ONLY BEHIND OTHER MASSIVE ENTERTAINMENT AREAS SUCH AS TV SERIES, CINEMA, MUSIC OR ONLINE SHOPPING.

MORE SPECIFICALLY, **SOCCER IS THE BIGGEST SPORT** IN PORTUGAL, WITH **74%** OF THE POPULATION **INTERESTED OR VERY INTERESTED** IN IT, FOLLOWED AT A CERTAIN DISTANCE BY ATHLETICS (47%) OR FUTSAL (45%).

THE OLYMPICS IN CONTEXT

THE **OLYMPIC GAMES** ARE **ONE OF THE MOST ATTRACTIVE & FOLLOWED EVENTS** AMONG THE PORTUGUESE POPULATION, SINCE 57% OF THE POPULATION SHOWS INTEREST IN THE SUMMER OLYMPIC GAMES, LEVELS ONLY SURPASSED BY SOME FOOTBALL COMPETITIONS.

MORE SPECIFICALLY, THE **PORTUGAL OLYMPIC TEAM** IS ALSO **A PLATFORM OF CONSENSUS** AND WITH SIGNIFICANT LEVELS OF INTEREST, SECOND ONLY TO THE NATIONAL SOCCER TEAM.

HOWEVER, UNLIKE SOCCER AND OTHER MASSIVE SPORTS, THE OLYMPICS ATTRACT A MUCH MORE **BALANCED PROFILE IN TERMS OF GENDER**.



KEY FACTS

MEDIA CONSUMPTION

THE OLYMPIC GAMES THEY ARE **A WIDELY FOLLOWED EVENT IN THE MEDIA**: 89% OF THE PORTUGUESE POPULATION CLAIMS TO HAVE FOLLOWED THE OLYMPIC GAMES TO SOME EXTENT, AND 63% SAW A SIGNIFICANT PART OF THEM.

TV CONTINUES TO BE **THE MAIN WAY TO FOLLOW THE OLYMPICS**, CLOSELY FOLLOWED BY **ONLINE MEDIA**. BUT CONSUMER HABITS AND PREFERENCES CHANGE DEPENDING ON THE AGE GROUP: AMONG THE **YOUNGEST GROUP** (16 TO 29), **SOCIAL NETWORKS** ARE VERY IMPORTANT AS WELL AS **ONLINE VIDEO / STREAMING PLATFORMS**. HOWEVER, THESE NEW MEDIA ARE NOT EXCLUSIVELY REACHING YOUNG PEOPLE, AS THEY ARE ALSO USED BY OLDER AGE GROUPS.

AMONG THE MOST USED PLATFORMS, **FACEBOOK**, **YOUTUBE** & **INSTAGRAM** STAND OUT. INSTAGRAM & YOUTUBE ARE THE TWO MOST EFFECTIVE PLATFORMS TO REACH YOUNG PEOPLE, WHILE THE RELEVANCE OF FACEBOOK AMONG THIS GROUP IS LOWERING. FACEBOOK STILL CONTINUES TO BE THE MOST USED PLATFORM BY THOSE OVER 30 YEARS OF AGE.

THE POSSIBILITY OF **CREATING CONTENT AND DISTRIBUTING** IT ON THE COP, ATHLETES OR SPONSORS **OWNED CHANNELS** HAS OPENED MANY **NEW POSSIBILITIES TO ACTIVATE SPONSORSHIPS**. A WIDE VARIETY OF CONTENTS WITHIN THE WORLD OF SPORT GENERATE GREAT INTEREST: RESULTS, NEWS / UPDATES, HIGHLIGHTS OR EVENT CALENDARS. HOWEVER, THERE ARE MANY OTHER POSSIBILITIES AROUND OTHER TYPES OF CONTENT THAT ALSO GENERATE INTEREST, ESPECIALLY AMONG FANS OF THE OLYMPIC GAMES AND OF EQUIPA PORTUGAL: AWARDS AND INDIVIDUAL HONORS, VIDEO CONTENT, TALKS, STATISTICS AND INFOGRAPHICS OR DOCUSERIES AND LONG FORM CONTENT .



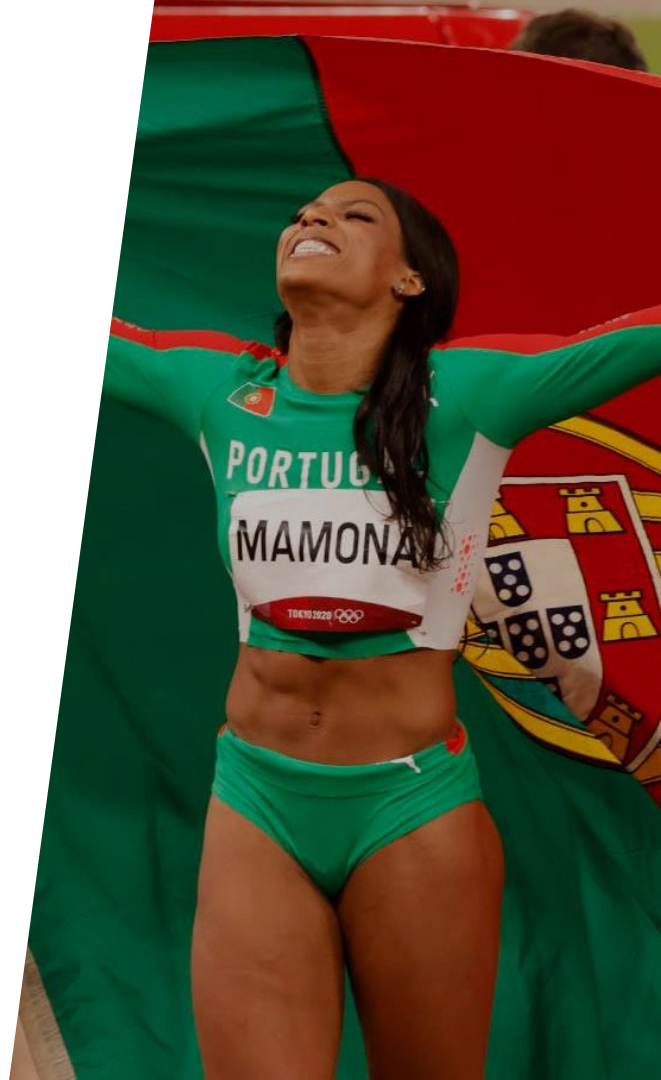
KEY FACTS

THE OLYMPIC VALUES

THE OLYMPICS AND THE LOGO WITH THE RINGS ARE **A HIGHLY RECOGNIZED BRAND**, SINCE PRACTICALLY THE ENTIRE POPULATION REMEMBERS AND IDENTIFIES IT CORRECTLY. THE **COP LOGO** IS ALSO **HIGHLY REMEMBERED** (77%), ALTHOUGH THE LEVELS OF RECOGNITION ARE SOMEWHAT LOWER (43%).

BEYOND THE LEVELS OF KNOWLEDGE, OLYMPIC GAMES STAND OUT FOR **PROMOTING POSITIVE VALUES**, BOTH IN SPORT AND IN SOCIETY. QUALITY, GLOBALITY, COURAGE OR UNITY ARE SOME OF THE MAIN ATTRIBUTES ASSOCIATED WITH THE OLYMPIC GAMES IN GENERAL. WHEN TALKING ABOUT THE PORTUGUESE OLYMPIC COMMITTEE, SOME ELEMENTS ARE ADDED: PRIDE, PATRIOTISM, ETC.

ALTHOUGH THERE IS A CERTAIN ALIGNMENT AND CORRELATION BETWEEN THE MAIN IMAGE ATTRIBUTES, THE OLYMPIC GAMES HAVE A GREATER CAPACITY TO CAPITALIZE ON SOME OF THEM, SUCH AS **COMPETITIVE**, **EXCITING**, **PRESTIGIOUS** OR GLOBAL, WHILE OTHER ATTRIBUTES SUCH AS **SUCCESS**, **PASSION** OR **LIKEABLE** ARE MORE **ASSOCIATED WITH THE PORTUGUESE OLYMPIC COMMITTEE**.



KEY FACTS

OLYMPIC ATHLETES

ONE OF THE KEY TRENDS IN THE WORLD OF SPORTS TODAY IS THE **RELEVANCE OF ATHLETES WHEN IT COMES TO GENERATING INTEREST, ATTRACTIVENESS AND FOLLOWING OF SPORT EVENTS**. THE RISE OF SOCIAL NETWORKS AND THE POSSIBILITY OF CONTACTING YOUR FOLLOWERS DIRECTLY PROMOTED AND ACCELERATED THIS TREND.

PARTICIPATING IN THE OLYMPIC GAMES IS ALSO A BOOST FOR THE ATHLETES: 44% OF THE PORTUGUESE POPULATION AND 52% OF THOSE INTERESTED IN THE OLYMPIC GAMES / COP CLAIM THAT THEIR INTEREST IN OLYMPIC ATHLETES HAS INCREASED AFTER THEIR PARTICIPATION IN THE OLYMPIC GAMES. FIGURES DEMONSTRATE THAT MANY OF THEM EXPERIENCED A SIGNIFICANT GROWTH OF SOCIAL MEDIA FOLLOWERS DURING THE OLYMPIC PERIOD.

PATRICIA MAMONA AND **TELMA MONTEIRO** ARE **THE TWO MOST POPULAR PORTUGUESE OLYMPIC ATHLETES** TODAY, NOT ONLY THE BEST KNOWN BUT ALSO THE ONES THAT GENERATE A MORE POSITIVE OPINION.

ATHLETES ARE NOT ONLY HIGHLY RECOGNIZABLE ASSETS, BUT THEY ARE **VERY ATTRACTIVE ENDORSEMENT PLATFORMS FOR BRANDS** BECAUSE OF THEIR ABILITY TO INFLUENCE AUDIENCES.



KEY FACTS

SPONSORSHIP

THE OLYMPIC GAMES AND THE PORUGUESE OLYMPIC COMMITTEE ARE VERY **ATTRACTIVE SPONSORSHIP PLATFORMS FOR BRANDS**, NOT ONLY BECAUSE OF THEIR HIGH LEVEL OF INTEREST BUT ALSO BECAUSE OF THE POSITIVE VALUES THEY PROJECTS.

HOWEVER, THEY ALSO POSE A CHALLENGE DUE TO THE LACK OF ORGANIC VISIBILITY THEY GENERATE FOR BRANDS COMPARED TO OTHER GLOBAL SPORTING EVENTS.

DESPITE THESE LIMITATIONS, 79% OF THE OLYMPIC GAMES FANS REMEMBER SOME OF THE SPONSORING BRANDS, AND **73% OF THE TEAM PORTUGAL FANS REMEMBER SOME OF THE COP SPONSORING BRANDS**. JOGOS SANTA CASA IS THE MOST ASSOCIATED BRAND WITH THE COP, FOLLOWED BY DECATHLON, REPSOL OR RTP.

THIS TYPE OF SPONSORSHIP HAS **A VERY POSITIVE IMPACT ON SPONSORING BRANDS**, SINCE 69% OF FANS CLAIM THAT THANKS TO THE SPONSORSHIP, BRANDS GAIN APPEAL AMONG THE AUDIENCE, DEMONSTRATE THEIR LEADERSHIP POSITION AND SOCIAL COMMITMENT.

BEYOND THE ASSETS THAT PROVIDE VISIBILITY TO THE SPONSORS, THERE ARE MANY OTHER FORMS OF ACTIVATION WITH RELEVANT LEVELS OF INTEREST AMONG FANS: TRAVELING TO THE OLYMPICS, TICKETS FOR SPORTING EVENTS IN PORTUGAL, VISITING MUSEUMS / EXHIBITIONS OR VISITING THE EQUIPA PORTUGAL FACILITIES, AMONG OTHERS.



A hand holding a blue pen pointing towards a large white number 2. The background is dark blue with a faint image of a hand holding a pen.

2

SCOPE &

METHODOLOGY

SCOPE & METHODOLOGY

SCOPE



AD-HOC RESEARCH CONDUCTED BY NIELSEN SPORTS FOR COMITÉ OLÍMPICO DE PORTUGAL, IN ORDER TO PROVIDE MULTIPLE INSIGHTS THAT ALLO THE COP TO **UNDERSTAND THE CURRENT SITUATION OF THE SPORTS LANDSCAPE** AND THE COP / OLYMPIC IN PORTUGAL IN ORDER TO HELP ON THE **STRATEGYCAL DECISION** PROCESS AND DEVELOP A **COMMERCIAL NARRATIVE**.

THE REPORT WILL COVER MULTIPLE AREAS OF INTEREST, SUCH AS **MAKET SIZING** AND **FAN PROFILING, BRAND PERCEPTION, MAIN ATHLETES / EMBASSORS** AND ITS POTENTIAL, **MEDIA USAGE** AROUND THE OLYMPICS, AND KEY METRICS AROUND IOC AND COP **SPONSORS**.

SCOPE & METHODOLOGY

METHODOLOGY

RESEARCH SPECIFICATIONS



UNIVERSE

GENERAL
POPULATION
18 TO 65 YEARS OLD



SAMPLE

1.000 INTERVIEWS



MARKET

PORTUGAL



CALENDAR

SEPTEMBER 2021


CAWI FIELDWORK
STARTED ON
SEPTEMBER 9TH AND
ENDED ON
SEPTEMBER 16TH



METHODOLOGY

CAWI

ONLINE INTERVIEWS

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3

SPORTS

INTEREST

SPORTS INTEREST

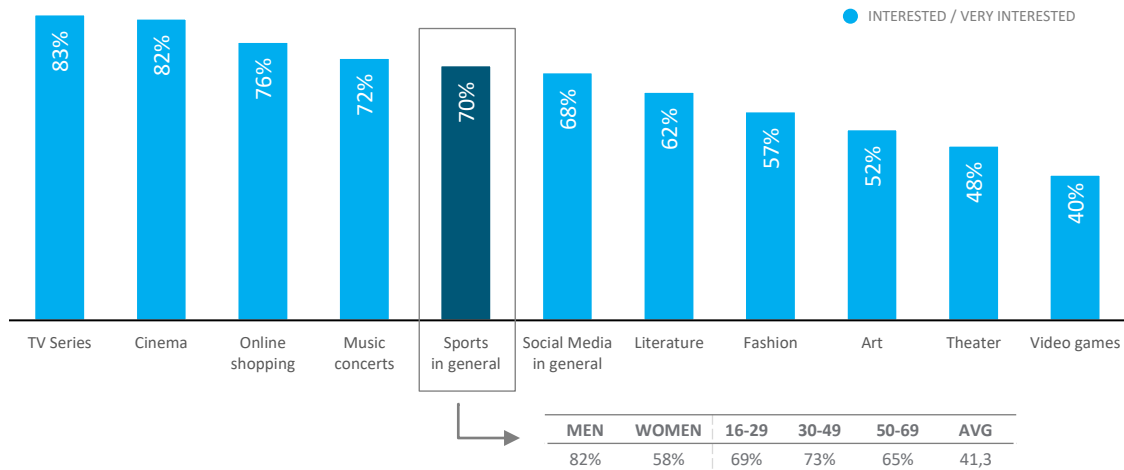
INTEREST IN DIFFERENT AREAS

TV SERIES, CINEMA AND ONLINE SHOPPING ARE THE PREFERRED ACTIVITIES AMONG THE PORTUGUESE POPULATION.

70% ARE VERY INTERESTED OR INTERESTED IN SPORT IN GENERAL. WHEN IT COMES TO SPORTS, THE GENDER FACTOR IS CRUCIAL, AS INTEREST LEVELS RISE UP TO 82% AMONG PORTUGUESE MEN.

% INTEREST IN EACH AREA

BASE: TOTAL POPULATION



Q: How interested are you in the following areas?

SPORTS INTEREST

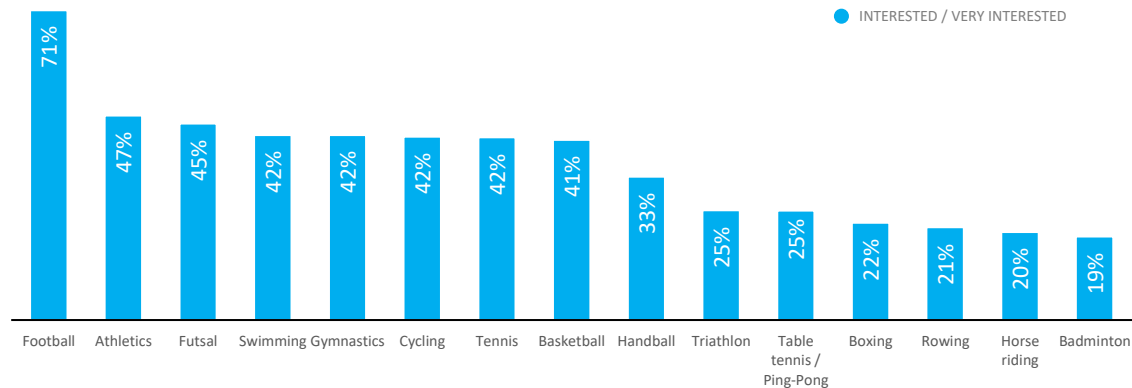
INTEREST IN SPORTS

% INTEREST IN SPORTS - TOP15

BASE: TOTAL POPULATION

FOOTBALL IS THE TOP1 SPORT IN TERMS OF INTEREST IN PORTUGAL, AS 71% OF THE RESPONDENTS ARE VERY INTERESTED OR INTERESTED.

FOLLOWED BY ATHLETICS AND FUTSAL AT A CERTAIN DISTANCE, WITH 47% AND 45% RESPECTIVELY.



Q: Now some questions on specific types of sport. Please tell us how interested you are in each of the following sports- in terms of whether you attend events, watch that sport on TV, follow it online or in social media.

SPORTS INTEREST

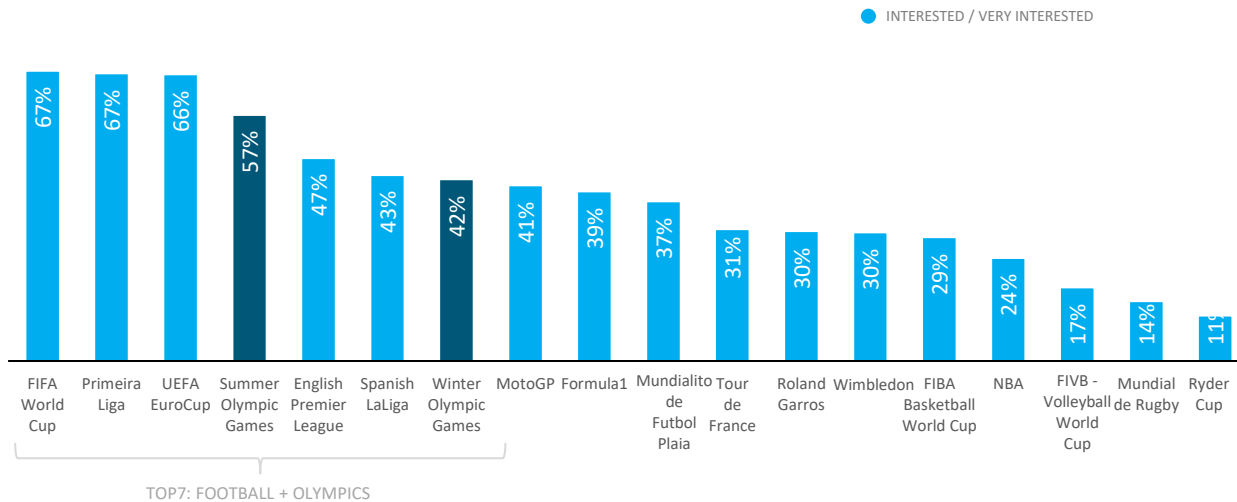
INTEREST IN EVENTS AND COMPETITIONS

% INTEREST IN EVENTS AND COMPETITIONS

BASE: TOTAL POPULATION

THE OLYMPIC GAMES ARE A MASSIVE EVENT IN TERMS OF INTEREST, AS 57% OF THE PORTUGUESE POPULATION IS VERY INTERESTED/ INTERESTED IN SUMMER OLYMPIC GAMES, WHILE 42% IS INTERESTED IN WINTER OLYMPICS.

FOOTBALL EVENTS AND COMPETITIONS ARE THE ONES THAT GENERATE THE HIGHEST INTEREST, EVEN THOUGH THE OLYMPIC GAMES ARE AMONG THEM.



Q: How interested are you in the following events and competitions?

SPORTS INTEREST

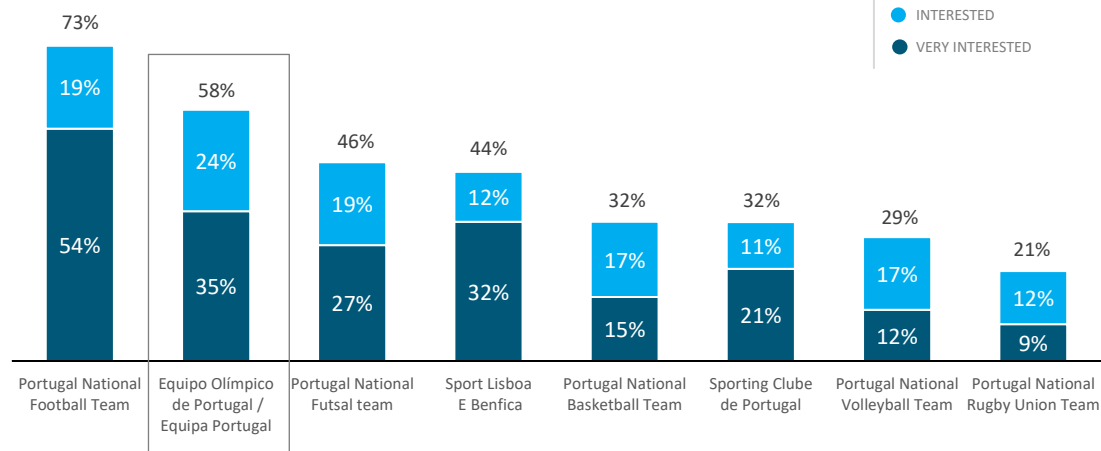
INTEREST IN SPORT TEAMS

% INTEREST IN SPORT TEAMS

BASE: TOTAL POPULATION

58% OF THE PORTUGUESE POPULATION IS VERY INTERESTED OR INTERESTED IN EQUIPA PORTUGAL, BEING THE SECOND TEAM IN TERMS OF INTEREST ONLY BEHIND PORTUGAL NATIONAL FOOTBALL TEAM (73%).

PORTUGAL NATIONAL FUTSAL TEAM AND SPORT LISBOA E BENFICA GENERATES RESPECTIVELY 46% AND 44% IN TERMS OF INTEREST.



Q: How interested are you in the following sports teams?

SPORTS INTEREST

PROFILE

COMPARED TO OTHER MASSIVE SPORTS AND EVENTS, OLYMPIC GAMES & EQUIPA PORTUGAL HAVE A **HIGHLY BALANCED FAN PROFILE IN TERMS OF GENDER**.

FOOTBALL, ATHLETICS, FUTSAL OR CYCLING HAVE A MORE MASCULINE PROFILE, WHILE GYMNASTICS AND SWIMMING ARE MORE FEMININE.

SPORTS INTEREST PROFILE

BASE: TOTAL POPULATION

	INTEREST TOTAL	MALE	FEMALE	16-29 YEARS	30-49 YEARS	50-69 YEARS	AVG AGE
FOOTBALL	71%	58%	42%	23%	47%	30%	41,1
ATHLETICS	47%	59%	42%	20%	43%	37%	43,1
FUTSAL	45%	68%	32%	24%	47%	29%	40,7
GYMNASTICS	42%	34%	66%	21%	45%	33%	42,5
SWIMMING	42%	43%	57%	23%	42%	35%	42,5
CYCLING	42%	60%	40%	20%	47%	33%	42,4
INTERESTED IN OLYMPIC GAMES	62%	53%	47%	24%	44%	32%	41,4
INTERESTED IN EQUIPA PORTUGAL	58%	52%	48%	22%	45%	33%	41,9

*Interested in Summer Olympic Games / Winter Olympic Games

Q: How interested are you in the following content related to Olympic Team of Portugal and Olympic athletes?

A hand holding a blue pen pointing towards a hand reaching out.

4

MEDIA

USAGE

MEDIA USAGE

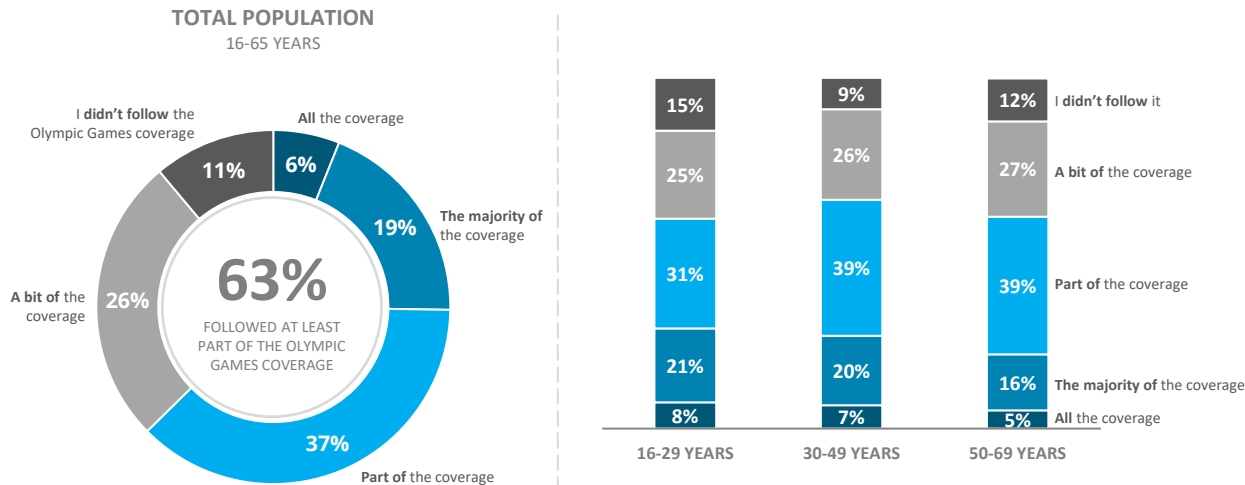
OLYMPIC GAMES COVERAGE

63% OF THE PORTUGUESE POPULATION FOLLOWED AT LEAST PART OF THE OLYMPIC GAMES COVERAGE, WITH 25% STATING THAT THEY FOLLOWED ALL / THE MAJORITY OF THE COVERAGE.

WHEN IT COMES TO AGE GROUPS, THERE AREN'T BIG DIFFERENT, WITH THE MIDDLE-AGERS HAVING A SLIGHTLY HIGHER FOLLOWING (65%), VS THE YOUNGER TARGETS OR THE OLDER ONES (60%).

OLYMPIC GAMES COVERAGE FOLLOWED

BASE: TOTAL POPULATION



Q: How much of the Tokyo Olympic Games coverage did you watch from any source, screen or device?

MEDIA USAGE

TV AUDIENCE FIGURES

OLYMPIC GAMES TV COVERAGE KEY FACTS

RTP1 / RTP2 & EUROSPORT



TOP10 2021 OLYMPICS SPORTS BROADCASTS

RTP1 & RTP2

CANAL	DESCRIÇÃO	DATA	SHR%	RAT%	RAT000
RTP1	FUTEBOL	Sáb Ago 7	11	3,5	336
RTP2	ATLETISMO	Dom Ago 1	10,1	3,4	317
RTP1	FUTEBOL	Qui Jul 22	9,8	2,7	260
RTP2	ATLETISMO	Sex Ago 6	6,7	2,2	205
RTP2	ANDEBOL	Seg Jul 26	7,6	2	193
RTP2	GINASTICA ARTISTICA FEMENINA	Dom Ago 1	7,7	2	188
RTP2	HIPISMO	Ter Jul 27	6,5	2	185
RTP2	GINASTICA ARTISTICA FEMENINA	Ter Jul 27	7	1,9	183
RTP2	NATAÇÃO	Ter Jul 27	7,5	1,9	182
RTP2	ATLETISMO	Seg Ago 2	5,9	1,9	182

CANAL	DESCRIÇÃO	DATA	SHR%	RAT%	RAT000
EU1	CICLISMO	25/07/2021	2,4	-	82
EU1	VOLEIBOL	26/07/2021	3,1	-	71
EU1	VOLEIBOL FEMININO	02/08/2021	2,26	-	59
EU1	VOLEIBOL	05/08/2021	2,35	-	56
EU1	VOLEIBOL FEMININO	31/07/2021	2,07	-	55
EU1	ESGRIMA	25/07/2021	1,55	-	53
EU1	ATLETISMO	01/08/2021	1,88	-	53
EU1	ATLETISMO	06/08/2021	1,39	-	53
EU1	VOLEIBOL	24/07/2021	1,91	-	53
EU1	VOLEIBOL FEMININO	25/07/2021	1,44	-	52

*Source for RTP: Jogos Olímpicos Tokyo 2020 – Balanço de audiências TV e Web. Gabinete de Audiências e Estudos de Mercado da RTP segundo dados GFK (TV), Netscope e Google Analytics (Web)

*Source for Eurosport: Audience Review Tokio 2020 Eurosport Portugal. Instar Analytics Kantar Media / Ind. 4+

MEDIA USAGE

MEDIA - FREQUENCY OF USAGE

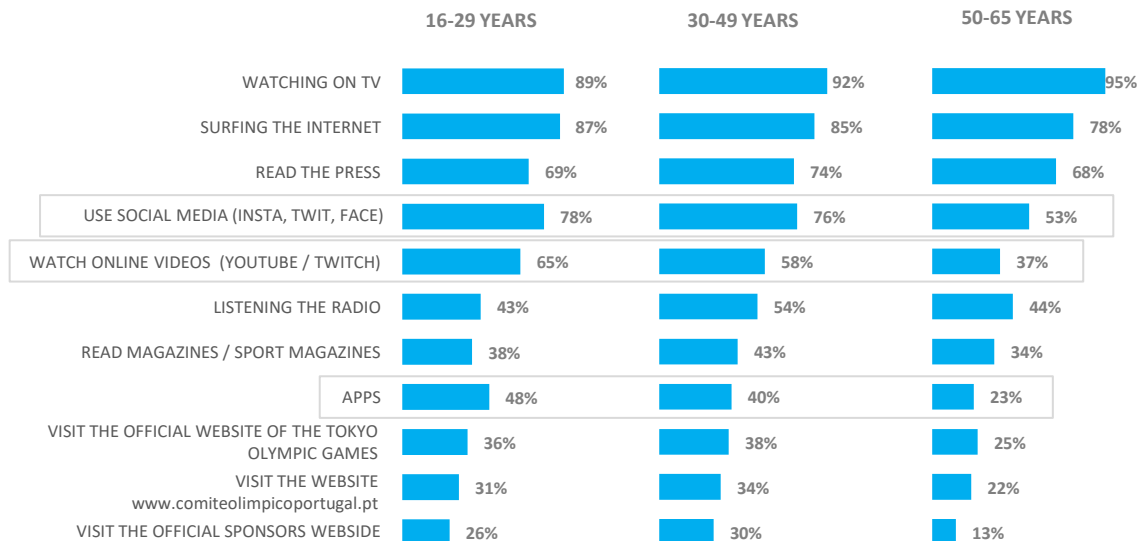
THE TOP MEDIA USED TO FOLLOW THE OLYMPIC GAMES ARE: **TV, INTERNET AND PRESS**. ALTHOUGH THE BEHAVIOURS AND MEDIA USAGE CAN VARY DEPENDING ON THE AGE GROUPS.

THE **YOUNGER** ONES TEND TO USE **SOCIAL MEDIA**, WATCHING VIDEOS IN **YOUTUBE OR TWITCH** OR EVEN USING **APPS** MORE THAN THE OTHERS.

THE **OLDER TARGET** GROUP (50-65 YEARS) TENDS TO RELY MORE ON TRADITIONAL MEDIA: **TV, PRESS OR RADIO**.

USAGE OF THE FOLLOWING MEDIA TO FOLLOW THE OLYMPIC GAMES [TOP2BOX : REGULARLY AND SOMETIMES]

BASE: AMONG THOSE WHO FOLLOW THE OLYMPIC GAMES



Q: How often did you use the following media to inform about Olympic Games?

MEDIA USAGE

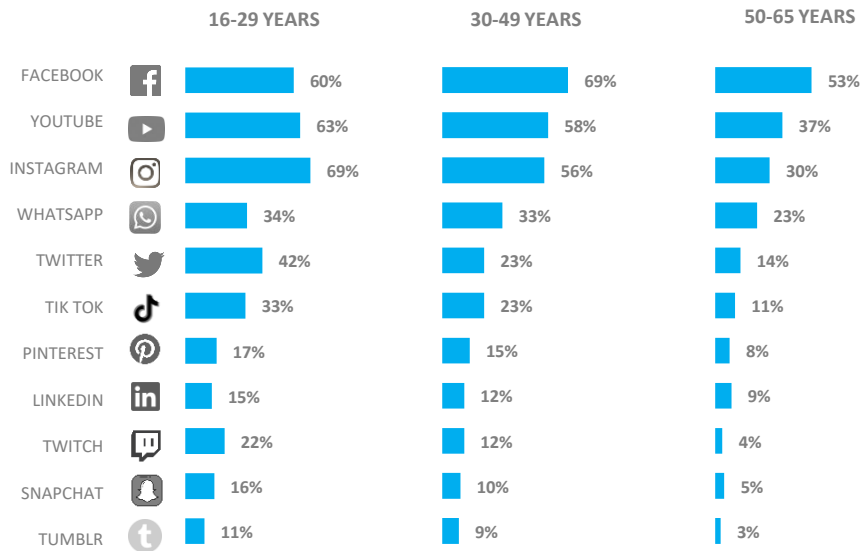
RRSS - FREQUENCY OF USAGE

FACEBOOK, YOUTUBE AND INSTAGRAM ARE THE TOP 3 SOCIAL MEDIA PLATFORMS TO FOLLOW THE OLYMPIC GAMES, 50% OF THE RESPONDENTS CLAIM TO USE THEM REGULARLY OR OCCASIONALLY.

TWITTER, TIK-TOK, TWITCH AND SNAPCHAT ARE CLEARLY MOST USED AMONG THE YOUNGER TARGETS, WHILE WHATSAPP OR FACEBOOK ARE ALSO REALLY POPULAR AMONG THE OLDER AGES.

SOCIAL MEDIA USAGE [TOP2BOX: REGULARLY AND OCASIONALY]

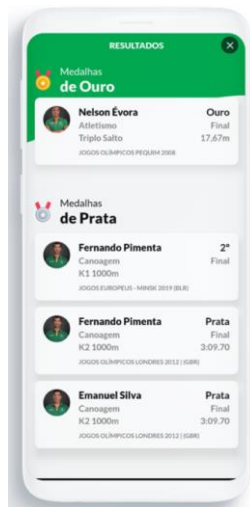
BASE: TOTAL POPULATION



Q: Did you use any of the following Social Media platforms to watch content, news or stories about the Olympic Games?

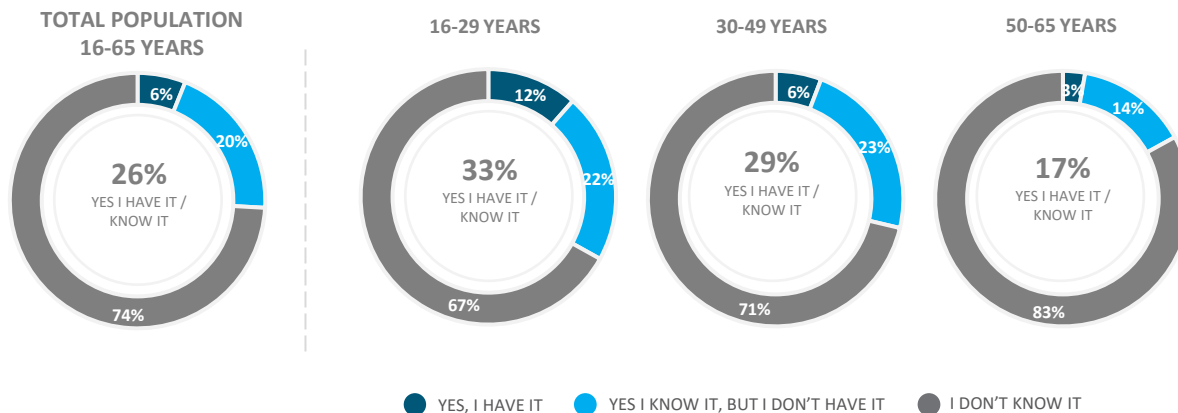
MEDIA USAGE

EQUIPA PORTUGAL APP



EQUIPA PORTUGAL APP

EQUIPA PORTUGAL APP IS KNOWN AND USED BY 26% OF THE RESPONDENTS, BEING THE YOUNGER TARGETS THOSE WITH HIGHER LEVELS OF KNOWLEDGE AND USAGE: ABOUT 3 OUT OF 10 KNOW THE APP. THE POPULARITY AMONG YOUNGER TARGETS IS DIRECTLY LINKED WITH THE APPS USAGE WITHIN THIS AGE GROUPS.



Q: Do you know or have heard about Equipa Portugal APP?

MEDIA USAGE

INTEREST IN RELATED CONTENT

INTEREST IN OLYMPIC TEAM AND ATHLETES CONTENT [TOP2BOX: INTERESTED AND VERY INTERESTED]

BASE: TOTAL POPULATION

	TOTAL POPULATION	16-29 YEARS	30-49 YEARS	50-69 YEARS	INTERESTED IN JJOO	INTERESTED IN EQUIPA PORTUGAL
Sports results	56%	58%	58%	53%	71%	73%
Latest news and updates	52%	52%	55%	49%	66%	71%
Highlights and videos summary	44%	49%	46%	39%	58%	60%
Events calendar, dates and times	43%	47%	44%	39%	59%	61%
Awards and individual honors (athlete of the week, goal of the week, etc.)	43%	46%	46%	36%	54%	58%
Videos (10 best moments, the 10 best athletes, etc.)	39%	46%	43%	28%	51%	52%
Games, contests and raffles	39%	46%	43%	28%	51%	52%
Interviews / talks with athletes	38%	47%	40%	29%	50%	52%
Historical content or archive images about your favourite team / athlete	37%	39%	39%	33%	49%	52%
Statistics, infographs, records on athletes / teams / events	36%	42%	37%	32%	50%	51%
Docuseries and long-term content about your favourite team / athlete	36%	39%	38%	31%	48%	49%
Interact (for example, ask questions) with your favourite athlete	30%	34%	35%	20%	39%	40%
Personal life content, hobbies and lifestyle of the Olympic athletes	25%	34%	25%	17%	34%	35%

Q: How interested are you in the following content related to Olympic Team of Portugal and Olympic athletes?

A hand holding a blue baton pointing towards a hand reaching out.

5

COP &

EQUIPA PORTUGAL

COP & EQUIPA PORTUGAL

OLYMPIC GAMES

OLYMPIC GAMES:

- 97% OF THE RESPONDENTS KNOW THE LOGO. ALMOST EVERYONE HAVE SEEN THE LOGO PREVIOUSLY.
- 94% OF THOSE WHO KNOW THE LOGO ASSOCIATE IT CORRECTLY TO THE OLYMPIC GAMES.
- THE INTEREST IN THE OLYMPIC GAMES IS PRETTY HIGH: ABOUT 6 OUT OF 10 RESPONDENTS ARE VERY INTERESTED OR INTERESTED IN SUMMER OLYMPIC GAMES, AND ABOUT 4 OUT OF 10 ARE INTERESTED IN WINTER GAMES. 62% ARE INTERESTED IN ANY OLYMPICS MODALITY, SUMMER OR WINTER.

KNOWLEDGE:



97%

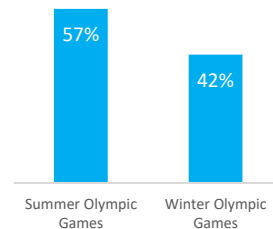
OF THE RESPONDENTS
KNOW THE LOGO

ASSOCIATION:

Among those who know the logo (97%)

%	ANSWERS
94%	Jogos Olímpicos (Olympics)
2%	Other
1%	Comité Olímpico Portugal
2%	No answer

INTEREST:



Q: Have you seen the logo before?

Q: What do you associate it with?

Q: How interested are you in the following events and competitions?

COP & EQUIPA PORTUGAL

OLYMPIC GAMES PROFILE

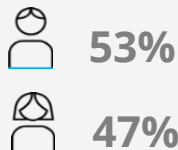


OLYMPIC GAMES

[TOP2: VERY INTERESTED / INTERESTED]

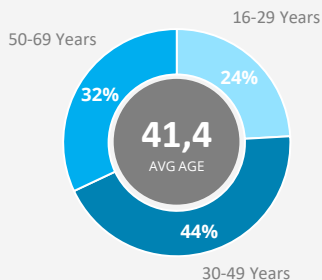
GENDER

THE TARGET INTERESTED IN THE OLYMPIC GAMES IS MORE MASCULINE THAN FEMININE



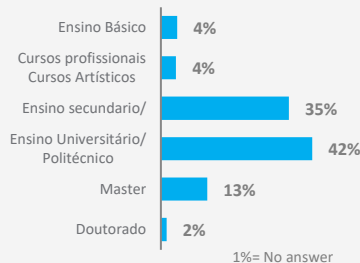
AGE

THE AVERAGE AGE OF THOSE INTERESTED IN THE OLYMPIC GAMES IS ABOUT 41,4 YEARS OLD



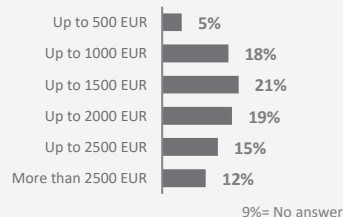
EDUCATION LEVEL

THE EDUCATION LEVEL OF THE INTERESTED PEOPLE IS MIDDLE - HIGH



NET HOUSEHOLD INCOME

68% OF THOSE INTERESTED OLYMPICS HAVE A NET MONTHLY HOUSEHOLD INCOME UP TO 1500EUR



INTERESTS

TV SERIES, CINEMA AND SPORTS IN GENERAL ARE THE TOP 3 AREAS WITH HIGHER INTEREST AMONG THOSE INTERESTED IN OLYMPIC GAMES. ONLINE SHOPPING, MUSIC CONCERTS AND SOCIAL MEDIA ALSO HAVE HIGHER LEVELS OF INTEREST.



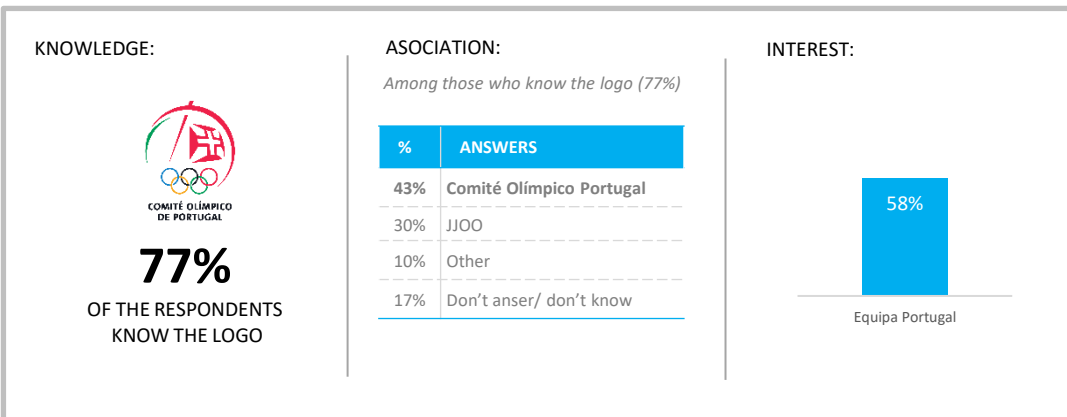
%	AREAS
86%	TV SERIES
85%	CINEMA
82%	SPORTS IN GENERAL
82%	ONLINE SHOPPING
79%	MUSIC CONCERTS
72%	SOCIAL MEDIA IN GENERAL
68%	LITERATURE
62%	FASHION
60%	ART
55%	THEATRE

COP & EQUIPA PORTUGAL

COMITÉ OLIMPICO PORTUGAL

COMITÉ OLIMPICO PORTUGAL:

- 77% OF THE RESPONDENTS KNOW THE LOGO.
- 43% OF THOSE WHO KNOW THE LOGO ASSOCIATE IT CORRECTLY TO COMITÉ OLYMPICO PORTUGAL. HOWEVER 30% ASSOCIATE IT TO OLYMPIC GAMES, THE CONFUSION EXISTS DUE TO THE COMPOSITION OF THE LOGO, INCLUDING ALSO THE 5 OLYMPIC RINGS.
- ABOUT 6 OUT OF 10 ARE INTERESTED IN PORTUGUESE NATIONAL TEAM.



Q: Have you seen the logo before?

Q: What do you associate it with?

Q: How interested are you in the following sports teams?

COP & EQUIPA PORTUGAL

EQUIPA PORTUGAL PROFILE

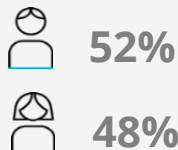


EQUIPA PORTUGAL

[TOP2: VERY INTERESTED / INTERESTED]

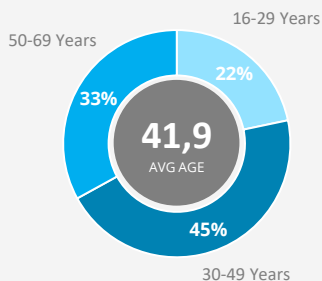
GENDER

THE TARGET INTERESTED IN EQUIPA PORTUGAL IS MORE MASCULINE THAN FEMININE



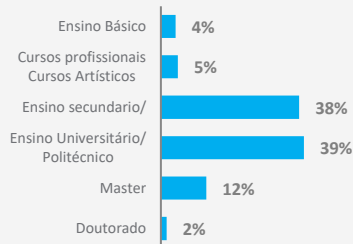
AGE

THE AVERAGE AGE OF THOSE INTERESTED IN THE NATIONAL TEAM IS ABOUT 41,9 YEARS OLD



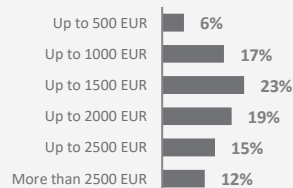
EDUCATION LEVEL

THE EDUCATION LEVEL OF THE INTERESTED PEOPLE IS MIDDLE - HIGH



NET HOUSEHOLD INCOME

68% OF THOSE INTERESTED IN NATIONAL OLYMPIC TEAM HAVE A NET MONTHLY HOUSEHOLD INCOME UP TO 1500 EUR



9%= No answer

INTERESTS

CINEMA, TV SERIES AND SPORTS IN GENERAL ARE THE TOP 3 AREAS WITH HIGHER INTEREST AMONG THOSE INTERESTED IN EQUIPA PORTUGAL. ONLINE SHOPPING, MUSIC CONCERTS AND SOCIAL MEDIA ALSO GENERATES HIGH INTEREST LEVELS.



%	AREAS
88%	CINEMA
87%	TV SERIES
83%	SPORTS IN GENERAL
82%	ONLINE SHOPPING
79%	MUSIC CONCERTS
75%	SOCIAL MEDIA IN GENERAL
70%	LITERATURE
61%	FASHION
59%	ART
55%	THEATRE

COP & EQUIPA PORTUGAL

ASSOCIATION WITH OLYMPIC GAMES



OLYMPIC GAMES UNPROMPTED IMAGE PERCEPTION:

BEST, WORLDWIDE, COURAGE AND SPORT ARE THE ATTRIBUTES WITH HIGHER UNPROMPTED ASSOCIATION WITH THE OLYMPIC GAMES BOTH AMONG TOTAL POPULATION AS WELL AS AMONG THOSE INTERESTED IN THE OLYMPIC GAMES.

THE OLYMPIC GAMES HAVE A VERY POSITIVE IMAGE, NOT ONLY IN TERMS OF SPORT PERFORMANCE, BUT ALSO IN TERMS OF SOCIAL VALUES (UNITY, DIVERSITY, EQUALITY...), WHICH MAKE THEM A VERY ATTRACTIVE PLATFORM.



	Total Population	Interested in Olympics
Best	43%	44%
Worldwide	15%	14%
Courage	13%	15%
Sport	12%	15%
Unit	9%	11%
Overcoming	7%	8%
Diversity	6%	7%
Competition	6%	7%
Dedication	5%	6%
Equality	5%	6%
Friendship	4%	5%
Vencer / conquistar	4%	4%
Passion	4%	4%
Strength	3%	4%
Pride	3%	4%

Q: Please write the words, ideas or attributes that you associate with the Olympic games

COP & EQUIPA PORTUGAL

ASSOCIATION WITH EQUIPA PORTUGAL



PORTUGAL

EQUIPA PORTUGAL UNPROMPTED IMAGE PERCEPTION:

COURAGE, BEST AND PRIDE ARE THE ATTRIBUTES WITH HIGHER UNPROMPTED ASSOCIATION WITH THE EQUIPA PORTUGAL, BOTH AMONG THE TOTAL POPULATION AND THE INTERESTED IN THE NATIONAL TEAM.

WHEN TALKING ABOUT THE EQUIPA PORTUGAL, THE LOCAL COMPONENT GAINS RELEVANCE WITH ATTRIBUTES LIKE PRIDE OR PATRIOTISM



	Total Population	Interested in Equipa Portugal
Courage	21%	22%
Best	19%	20%
Pride	11%	14%
Strength	8%	9%
Dedication	6%	8%
Patriotism	6%	8%
Conquer	5%	6%
Overcoming	5%	7%
Work	5%	6%
Unit	5%	6%
Competition	3%	4%
Nation	3%	4%
Portugal	3%	3%
Resilience	3%	3%
Representation	2%	3%

Q: Please write the words, ideas or attributes that you associate with the National Olympic Team / Equipa Portugal

COP & EQUIPA PORTUGAL

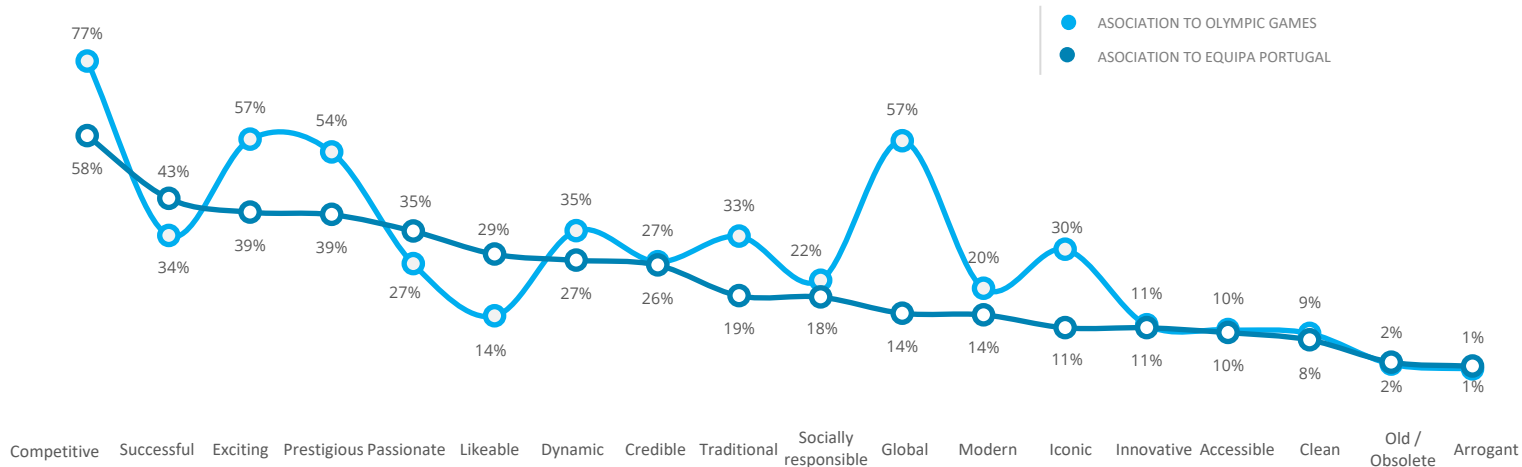
OLYMPICS AND EQUIPA PORTUGAL DNA

COMPETITIVE (58%) , SUCCESSFUL (43%), EXCITING (39%) AND PASSIONATE (39%) ARE THE ATTRIBUTES MOST ASSOCIATED TO EQUIPA PORTUGAL.

ON THE OTHER HAND, LIKEABLE, SUCCESSFUL AND PASSIONATE ARE THE ATTRIBUTES WHICH GENERATE MORE GAP AMONG OLYMPIC GAMES AND EQUIPA PORTUGAL

OLYMPICS AND EQUIPA PORTUGAL DNA

BASE: TOTAL POPULATION



Q: Which of the following attributes do you associate with the Olympic games?

Q: Which of the following attributes do you associate with Equipa Portugal?

COP & EQUIPA PORTUGAL

OLYMPICS AND EQUIPA PORTUGAL DNA


OLYMPICS AND EQUIPA PORTUGAL DNA BY AGES

BASE: TOTAL POPULATION

	OLYMPIC GAMES ASSOCIATION				EQUIPA PORTUGAL ASSOCIATION			
	TOTAL	16-29	30-49	50-69	TOTAL	16-29	30-49	50-69
Competitive	77%	74%	75%	81%	58%	61%	56%	60%
Exciting	57%	62%	54%	59%	43%	52%	38%	43%
Global	57%	60%	54%	60%	39%	42%	39%	39%
Prestigious	54%	47%	54%	60%	39%	41%	33%	46%
Dynamic	35%	40%	30%	37%	35%	30%	37%	35%
Successful	34%	36%	29%	39%	29%	24%	26%	36%
Traditional	33%	33%	34%	33%	27%	28%	23%	33%
Iconic	30%	37%	27%	31%	26%	21%	22%	35%
Credible	27%	18%	26%	35%	19%	18%	20%	17%
Passionate	27%	22%	28%	28%	18%	16%	15%	24%
Socially responsible	22%	19%	21%	28%	14%	14%	13%	16%
Modern	20%	22%	18%	23%	14%	14%	11%	19%
Likeable	14%	10%	13%	18%	11%	16%	8%	11%
Innovative	11%	13%	11%	11%	11%	14%	9%	11%
Accessible	10%	8%	12%	10%	10%	10%	8%	11%
Clean	9%	6%	9%	12%	8%	9%	7%	9%
Old / Obsolete	2%	1%	1%	3%	2%	1%	2%	3%
Arrogant	1%	0%	0%	1%	1%	0%	1%	2%

Q: Which of the following attributes do you associate with the Olympic games?

Q: Which of the following attributes do you associate with Equipa Portugal?



6

OLYMPIC

ATHLETES

OLYMPIC ATHLETES

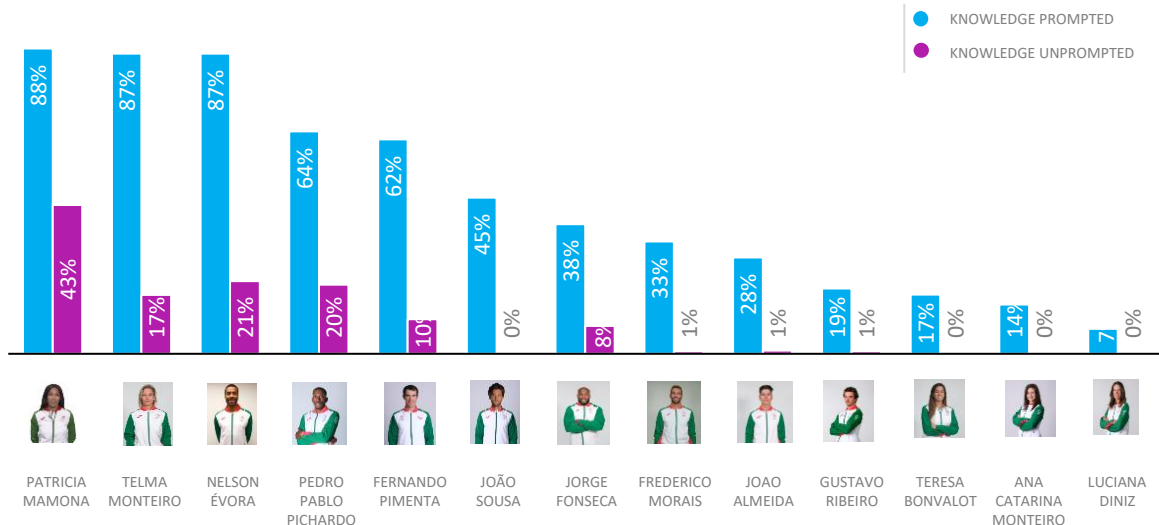
KNOWLEDGEMENT

PATRICIA MAMONA, TELMA MONTEIRO AND NELSON ÉVORA ARE THE ATHLETES WITH THE HIGHER LEVEL OF KNOWLEDGE AMONG THE RESPONDENTS, ALMOST 9 OUT OF 10 KNOWN THEM PROMPTED, BUT ALSO PRESENT HIGHER LEVELS IN UNPROMPTED.

PEDRO PABLO PICHARDO, FERNANDO PIMENTA AND JOAO SOUSA ARE ALSO WELL KNOWN.

KNOWLEDGE OF OLYMPIC ATHLETES

BASE: TOTAL POPULATION



Q: Thinking about the athletes of the Portuguese Olympic team / Equipa Portugal, what names come to your mind?

Q: Do you know the following Olympic athletes, even if it is only by name?

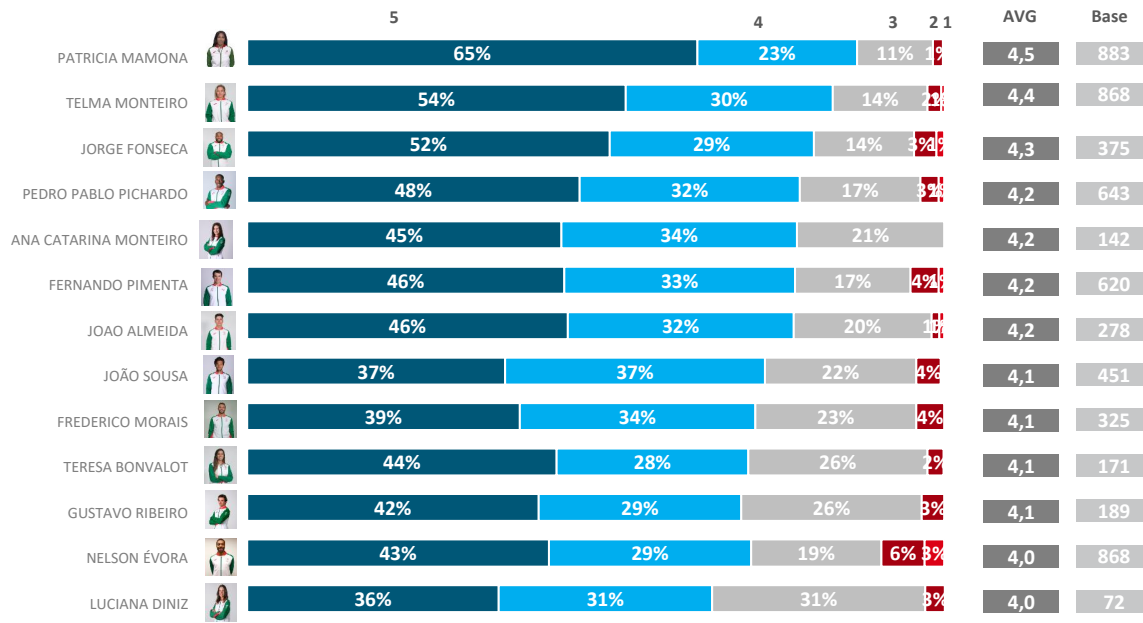
OLYMPIC ATHLETES

OPINION OF THE OLYMPIC ATHLETES

OLYMPIC ATHLETES OPINION

BASE: TOTAL POPULATION

PATRICIA MAMONA, TELMA MONTEIRO AND JORGE FONSECA ARE THE ATHLETES WITH A BETTER OPINION / PERCEPTION AMONG THE PORTUGUESE POPULATION.



Q: How much do you like the following Olympic athletes?

OLYMPIC ATHLETES

INTEREST IN ATHLETES DUE TO TOKYO 2021

PARTICIPATING IN THE OLYMPICS HAVE A DIRECT IMPACT ON THE ATHLETES RELEVANCE, AS MANY OF THEM COMPETE IN DISCIPLINES THAT ARE NOT WIDELY FOLLOWED OUTSIDE THE OLYMPIC PERIOD. 44% OF THE GENERAL POPULATION AND 52% OF THE OLYMPIC / EQUIPA PORTUGAL FANS CLAIM THAT THEIR INTEREST TOWARDS OLYMPIC ATHLETES INCREASED AFTER THE TOKIO OLYMPICS

INCREASE INTEREST IN ATHLETES DUE TO THE OLYMPICS 2021

TOTAL POPULATION

44%

INCREASED INTEREST IN ATHLETES
AFTER THE OLYMPIC GAMES 2021

INTERESTED IN OLYMPIC GAMES

52%

INCREASED INTEREST IN ATHLETES
AFTER THE OLYMPIC GAMES 2021

INTERESTED IN EQUIPA PORTUGAL

52%

INCREASED INTEREST IN ATHLETES
AFTER THE OLYMPIC GAMES 2021

Q: Did your interest towards Olympic athletes change after the Olympics Tokyo 2021?

OLYMPIC ATHLETES

ATHLETES AS A SPONSORSHIP ASSET

NOTICEABLE INFLUENCE AMONG ATHLETES

OLYMPIC ATHLETES HAVE THE CAPACITY TO TRANSCEND THE SPORT ITSELF AND BECOME INFLUENTIAL AMONG THE GENERAL POPULATION, WHICH IS ALSO A VERY GOOD OPPORTUNITY FOR SPONSORING BRANDS.

72% OF THE POPULATION BELIEVES THAT OLYMPIC ATHLETES HAVE AN INFLUENCE ON THE AUDIENCE, 60% THINKS THAT PEOPLE BELIEVE WHAT THEY SAY AND 39% STATE THAT THEY HAVE A POSITIVE INFLUENCE WHEN IT COME TO CONSIDER PURCHASING PRODUCTS THEY ENDORSE

BASE: TOTAL POPULATION

72%

OLYMPIC ATHLETES ARE **INFLUENTIAL WITH TODAY'S AUDIENCE**

60%

WHEN AN OLYMPIC ATHLETE SPEAKS, PEOPLE **BELIVE WHAT THEY SAY**

39%

IF AN OLYMPIC ATHLETE ENDORSES A PRODUCT, I AM **MORE LIKELY TO CONSIDER BUYING THAT PRODUCT**

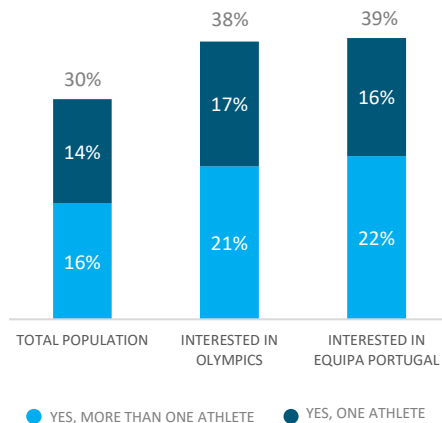
Q: Are you agree or disagree with the following statements?


OLYMPIC ATHLETES






ATHLETES FOLLOWERS GROWTH

ABOUT 4 OUT OF 10 OF THOSE INTERESTED IN OLYMPICS AND EQUIPA PORTUGAL, RECOGNIZE THEY STARTED FOLLOWING AT LEAST ONE ATHLETE AFTER THE TOKYO OLYMPICS. PEDRO PICHARDO AND JORGE FONSCA ARE THOSE ATHLETES WITH A HIGHER GROWTH IN FOLLOWERS AMONG THE ANALYSED ONES. BUT IN GENERAL ALL ATHLETES GREW SIGNIFICANTLY AFTER THE OLYMPICS.

FOLLOW ATHLETES AFTER TOKYO 2021:



INSTAGRAM FOLLOWERS 

ATHLETE	04/07/2021	29/08/2021	GROWTH	GROWTH %
 pichardop6	43.523	84.837	41.314	95% ▲
 jorgefonasca	39.034	69.733	30.699	79% ▲
 patriciamamona	194.486	324.105	129.619	67% ▲
 gustavoribeiro	312.291	412.104	99.813	32% ▲
 fernando_pimenta13	57.226	67.344	10.118	18% ▲

Q: Did you start following any Portuguese Olympic athlete in Social Media after Tokyo Olympics 2021?



7

PARTNERSHIPS

PARTNERSHIPS

OLYMPICS PARTNERSHIPS AWARENESS

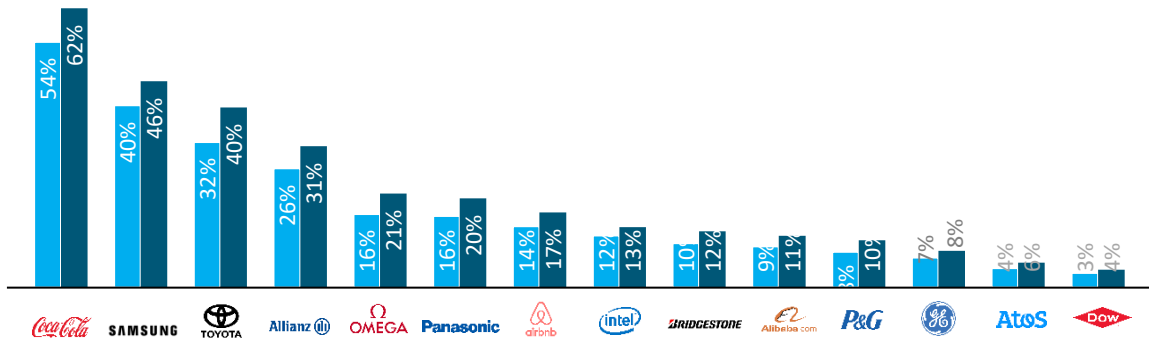
% OLYMPICS PARTNERSHIP AWARENESS

BASE: TOTAL POPULATION/ INTERESTED IN OLYMPICS

COCA-COLA, SAMSUNG AND TOYOTA ARE THE TOP BRANDS IN TERMS OF PROMPTED AWARENESS AMONG ALL TARGETS.

ALLIANZ, OMEGA AND PANASONIC ALSO HAVE HIGH LEVELS OF SPONSORSHIP AWARENESS, AS ABOUT 2 OUT OF 10 OF THOSE INTERESTED IN OLYMPICS ASSOCIATE THE BRANDS WITH THE OLYMPIC GAMES.

● TOTAL POPULATION
● INTERESTED IN OLYMPICS



Q: Which of the following brands do you remember as an official sponsor of the Olympic Games?

PARTNERSHIPS

OLYMPICS PARTNERSHIPS AWARENESS

% OLYMPICS PARTNERSHIP AWARENESS

BASE: TOTAL POPULATION/ INTERESTED IN OLYMPICS

COCA-COLA, TOYOTA AND SAMSUNG ARE ALSO THE TOP BRANDS IN UNPROMPTED ASSOCIATION, BEING THE MOST MENTIONED ONES AMONG TOTAL POPULATION AND ALSO AMONG THOSE INTERESTED IN OLYMPICS.

OMEGA ALSO HAS HIGH LEVELS OF KNOWLEDGE COMPARED TO THE AVERAGE.

	TOTAL POPULATION		INTERESTED IN OLYMPICS	
	PROMPTED	UNPROMPTED	PROMPTED	UNPROMPTED
Coca-Cola	54%	17%	62%	19%
Samsung	40%	7%	46%	8%
Toyota	32%	9%	40%	11%
Allianz	26%	1%	31%	1%
Omega	16%	3%	21%	4%
Panasonic	16%	2%	20%	2%
Airbnb	14%	1%	17%	2%
intel	12%	1%	13%	2%
Bridgestone	10%	1%	12%	2%
Alibaba Group	9%	1%	11%	1%
P&G	8%	1%	10%	0%
General Electric	7%	0%	8%	1%
Atos	4%	1%	6%	1%
Dow	3%	0%	4%	0%
No answer / don't know	29%	42%	21%	36%

Q: Which of the following brands do you remember as an official sponsor of the Olympic Games?

Q: Please think about the Olympic Games, and write all the brands you think are sponsors.

PARTNERSHIPS

EQUIPA PORTUGAL PARTNERSHIPS AWARENESS

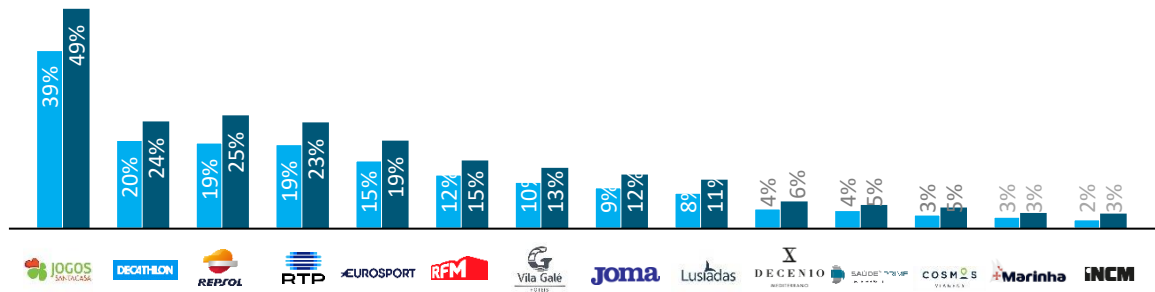
% EQUIPA PORTUGAL PARTNERSHIP AWARENESS – TOP 14

BASE: TOTAL POPULATION/ INTERESTED IN EQUIPA PORTUGAL

JOGOS SANTA CASA IS THE MOST ASSOCIATED BRAND WITH EQUIPA PORTUGAL. 5 OUT OF 10 OF THOSE INTERESTED IN EQUIPA PORTUGAL REMEMBERS THE PARTNERSHIP.

DECATHLON, REPSOL, RTP AND EUROSPORT ALSO HAVE HIGH ASSOCIATION LEVELS.

● TOTAL POPULATION
● INTERESTED IN EQUIPA PORTUGAL



Q: How of the following brands do you remember as an official sponsor of the National Team of Portugal / Equipa Portugal?

PARTNERSHIPS

EQUIPA PORTUGAL PARTNERSHIPS AWARENESS

THE GAP AMONG THE PROMPTED AND UNPROMPTED ASSOCIATION IS NOTICEABLE.

REPSOL IS THE MOST ASSOCIATED BRAND UNPROMPTED, DESPITE NOT BEING THE TOP 1 IN PROMPTED ASSOCIATION. ALSO JOMA HAS HIGH LEVELS OF ASSOCIATION. BOTH BRANDS ARE VERY ACTIVE IN SPONSORSHIP WORLDWIDE AND ALSO IN SPORTS SPONSORSHIP PARTICULARLY.

% EQUIPA PORTUGAL PARTNERSHIP AWARENESS

BASE: TOTAL POPULATION/ EQUIPA PORTUGAL INTERESTED

	TOTAL POPULATION		INTERESTED IN EQUIPA PORTUGAL	
	PROMPTED	UNPROMPTED	PROMPTED	UNPROMPTED
Jogos Santa Casa	39%	4%	49%	5%
Decathlon	20%	1%	24%	1%
Repsol	19%	5%	25%	7%
Rtp	19%	1%	23%	1%
Eurosport	15%	0%	19%	1%
Rfm	12%	1%	15%	1%
Vila Galé	10%	1%	13%	1%
Joma	9%	3%	12%	4%
Lusitadas	8%	0%	11%	1%
Decenio	4%	1%	6%	1%
Saúde Prime	4%	0%	5%	0%
Cosmos viagens	3%	0%	5%	0%
Marinha	3%	0%	3%	0%
INCM	2%	0%	3%	0%
Rangel	2%	0%	2%	0%
Promo	2%	0%	2%	0%
Scoop	2%	0%	2%	0%
Btl	2%	0%	2%	0%
Bairrada	2%	0%	2%	0%
Cision	1%	0%	2%	0%
Shamir	1%	0%	1%	0%
Philae	1%	0%	1%	0%
No answer / don't know	36%	55%	27%	50%

Q: How of the following brands do you remember as an official sponsor of National Team of Portugal / Equipa Portugal?

Q: Please think about the National Team of Portugal / Equipa Portugal, and write all the brands you think are sponsors.

PARTNERSHIPS

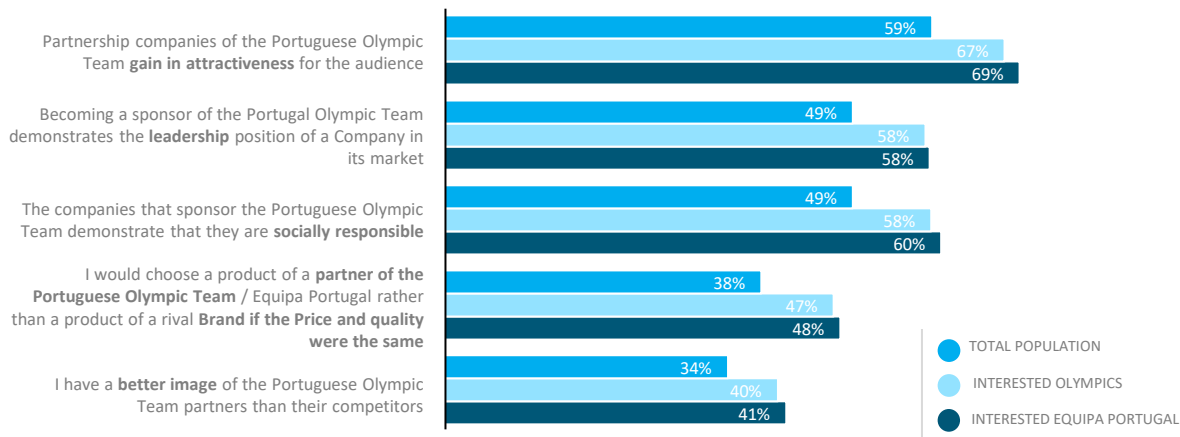
PARTNERSHIP PERCEPTION

59% OF THE POPULATION BELIEVE THAT OLYMPIC TEAM PARTNERS GAIN IN ATTRACTIVENESS. THE LEVELS ARE EVEN HIGHER AMONG THOSE INTERESTED IN THE OLYMPICS OR IN EQUIPA PORTUGAL.

49% ALSO THINK THAT BECOMING A SPONSOR OF PORTUGAL OLYMPIC TEAM INFLUENCE IN RIDERSHIP AND ALSO IN SOCIAL RESPONSIBILITY.

PARTNERSHIP PERCEPTION

BASE: TOTAL POPULATION / INTERESTED IN OLYMPICS / INTERESTED IN EQUIPA PORTUGAL



Q: To what extend, do you agree / disagree with the following statements?

PARTNERSHIPS

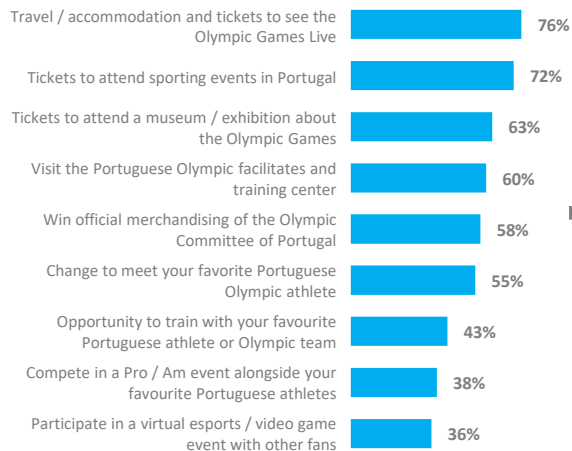
PARTNERSHIP AWARDS

TRAVEL AND TICKETS FOR THE OLYMPIC GAMES AND TICKETS TO ATTEND A SPORTING EVENT IN PORTUGAL ARE THE TWO MOST POPULAR AWARDS AMONG THOSE INTERESTED IN EQUIPA PORTUGAL.

IN GENERAL, MEN AND YOUNGER TARGETS ARE MORE PREDISPOSED TO PARTICIPATE AND IN WINNING PRIZES FROM PARTNERS.

INTEREST IN PARTNER AWARDS [TOP2BOX : VERY INTERESTED AND INTERESTED]

BASE: AMONG THOSE INTERESTED IN EQUIPA PORTUGAL



	16-29	30-49	50-69	Male	Female
Travel / accommodation and tickets to see the Olympic Games Live	79%	74%	76%	78%	74%
Tickets to attend sporting events in Portugal	75%	72%	71%	75%	69%
Tickets to attend a museum / exhibition about the Olympic Games	68%	62%	60%	63%	62%
Visit the Portuguese Olympic facilities and training center	76%	61%	49%	63%	57%
Win official merchandising of the Olympic Committee of Portugal	68%	61%	46%	63%	52%
Change to meet your favorite Portuguese Olympic athlete	67%	57%	46%	59%	51%
Opportunity to train with your favourite Portuguese athlete or Olympic team	52%	50%	27%	50%	35%
Compete in a Pro / Am event alongside your favourite Portuguese athletes	44%	43%	28%	43%	33%
Participate in a virtual esports / video game event with other fans	43%	41%	24%	41%	30%

Q: To what extent, how interested are you in the following awards / rewards that Portugal Olympic Team sponsors may offer?



NIELSEN SPORTS
<https://niensports.com/>

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