



Report with Key Facts

The Global Sponsorship Study by SPORT+MARKT AG

July 2007

Expertise by SPORT+MARKT AG
Your contact person: Floris van Dam

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Objectives of the study

Sponsoring 21+ is a comprehensive study on the topics sports and sponsorship. The study assists companies to analyse the potentials of sports, events and teams to form a basis for the development of a sponsorship strategy. Furthermore, analysis and comparison of existing engagements is enabled. A comprehensive target group analysis comprising sector preferences as well as the demography of respondents enables the selection of future engagements with regard to the affinity of the target group and sector. In addition, the image correlation of sport and brand can provide indications for an image-friendly sponsorship strategy.

Content

In the scope of the study, interest in selected sporting sectors is analysed in order to define basic potential (Top-3-Box) and focused potential (Top 2 Box).

In addition, the most popular TV sports are analysed, primarily for definition of effective media sports. A further object of the study was the identification of the images of selected sports and which sponsors achieved most effective penetration in these. Awareness and interest in events and teams provide detailed information on “sports brands”. Sector preferences, consumer acceptance, sporting activity and demography of respondents round off the survey portfolio and provide conclusions with regard to the individual sporting and cultural target groups.

Method

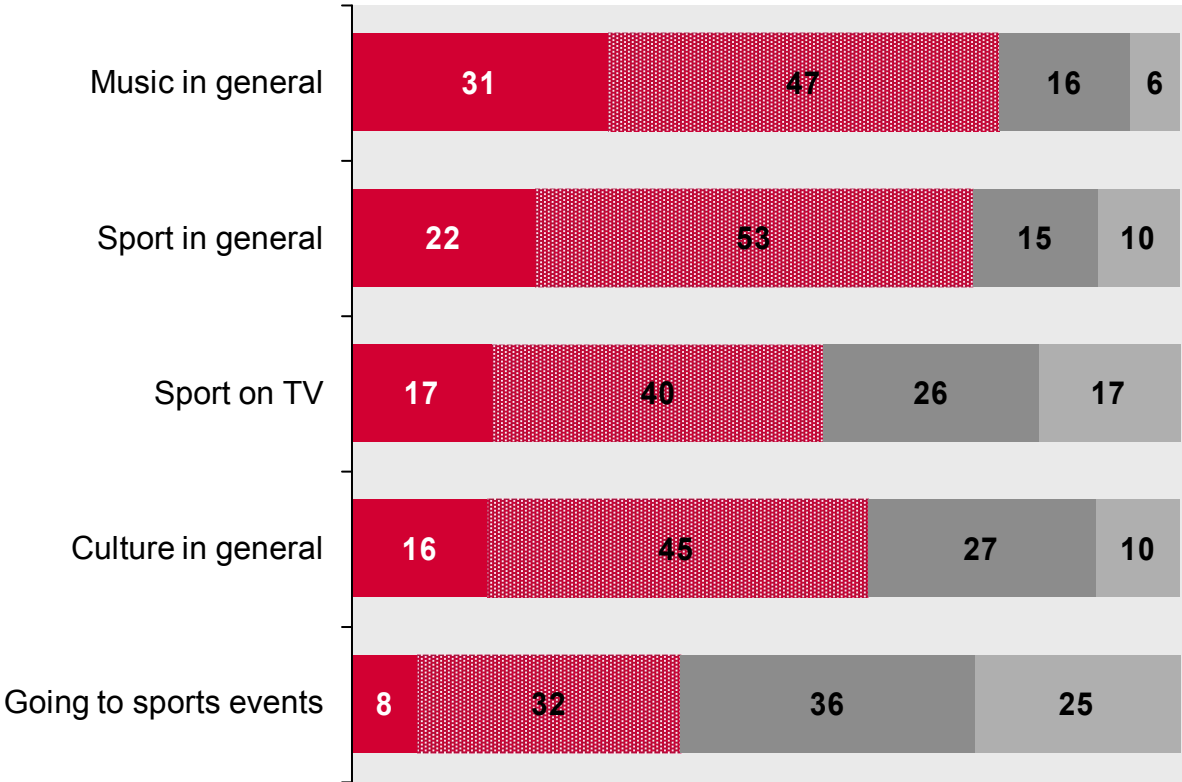
Country:	Netherlands
Investigation technique:	Telephone interviews (CATI)
Selection procedure:	Representative survey, stratified, random sample of German citizens between the ages of 16-69
Sample size (TOTAL):	1008 respondents
Fieldwork:	May 2007 (Calendar week 18 + 19)

Potential of culture and sport

Level of interest in culture and sport

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■ Very interested ■ Interested ■ A little interested ■ Not interested at all



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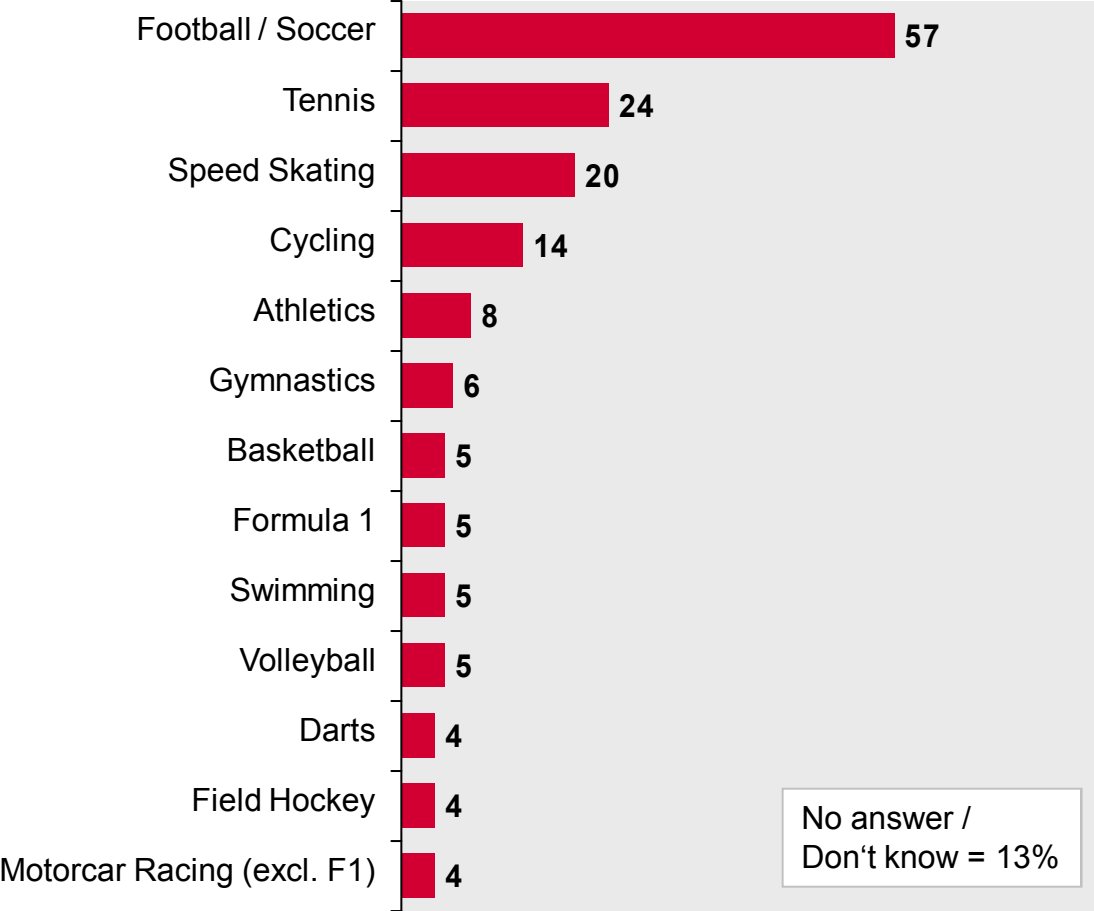
Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

Question: Firstly, to start this interview, I would like to find out how interested you are in the following areas. Please tell me if you would classify your interest as "Very interested", "Interested", "A little interested" or "Not interested at all". (Figures in %)

Preferred sports on TV

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Most mentioned



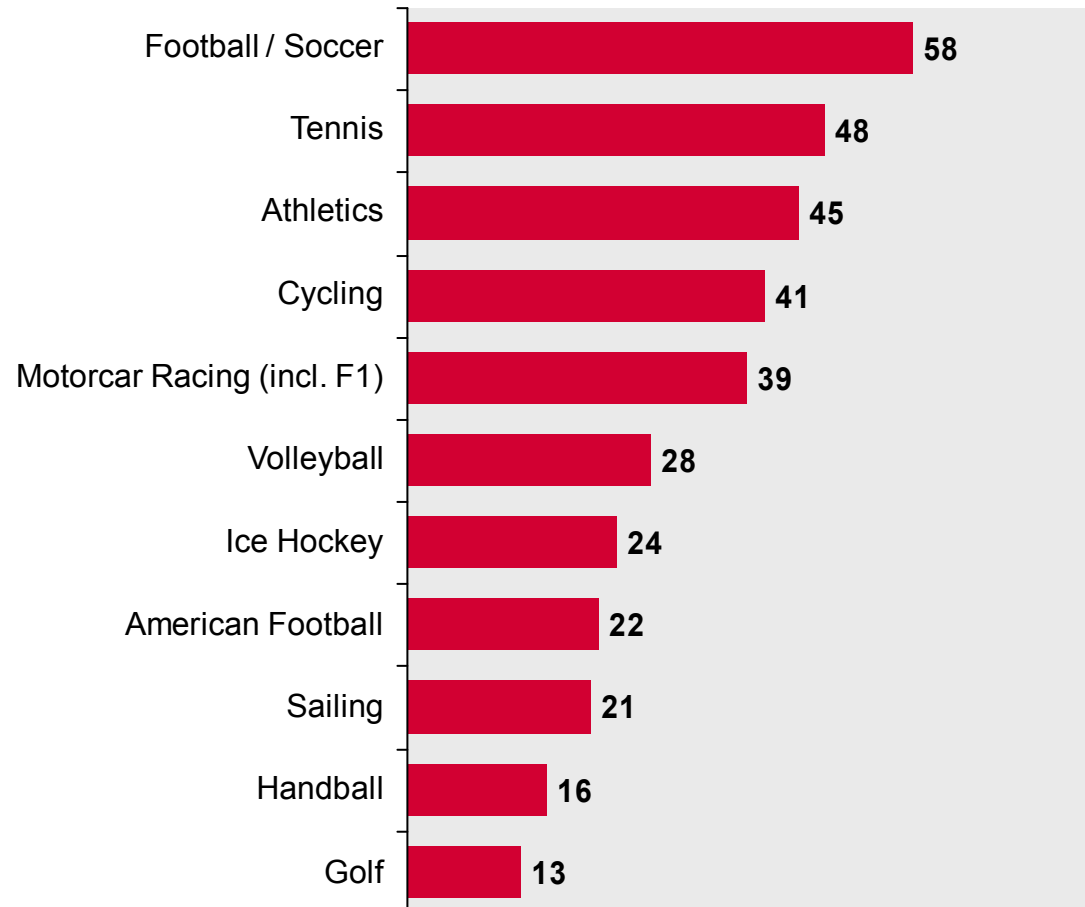
Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

Question: Which are the sports you most like to watch on television? (Figures in %)

Level of interest in selected sports

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Top-2-Box: "Very interested" + "Interested"



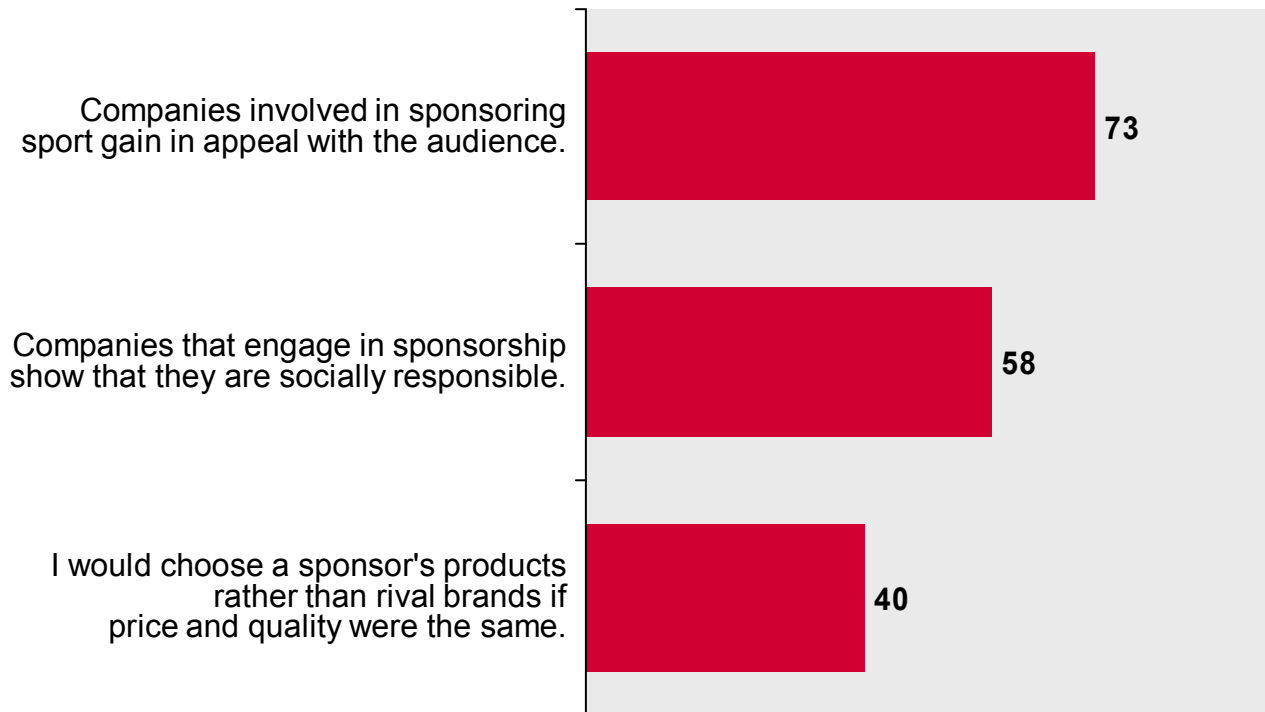
Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

Question: Please tell me how interested you are in each sport. Are you "Very interested", "Interested", "A little interested" or "Not interested at all" - in terms of whether you attend events, watch them on TV, listen to the radio or read about that particular sport in newspapers or magazines. (Figures in %)

Acceptance of sport sponsoring

Statements "Agreed" with

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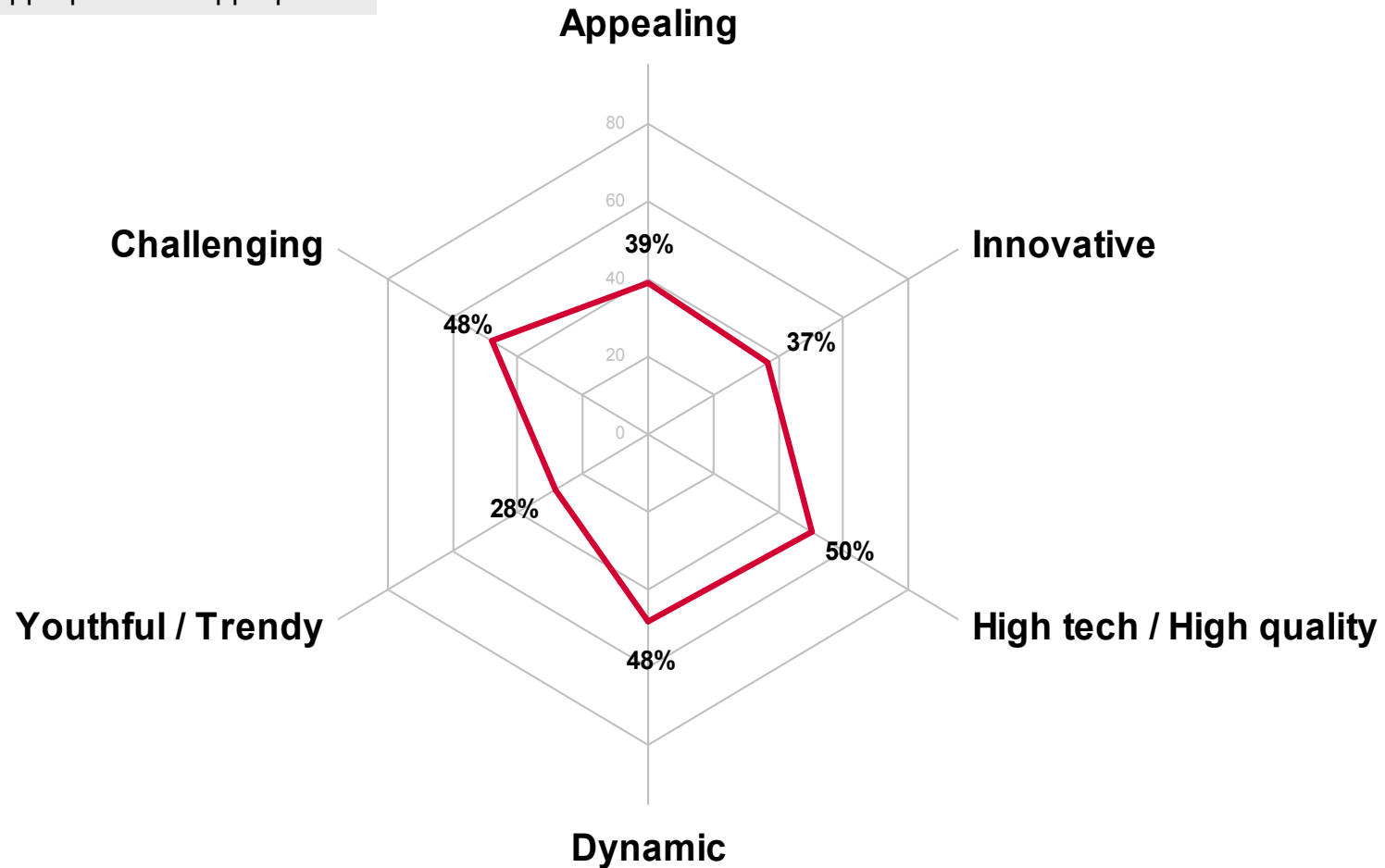
Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

Question: Next, I am going to read you a number of statements that have been made about sponsorship and advertising in sport. For each one, I would like you to tell me in your personal opinion whether you "Agree" or "Do not agree". (Figures in %)

Sponsorship and image profiles

Image profile of sailing

— Top-2-Box:
“Entirely appropriate” + “Appropriate”

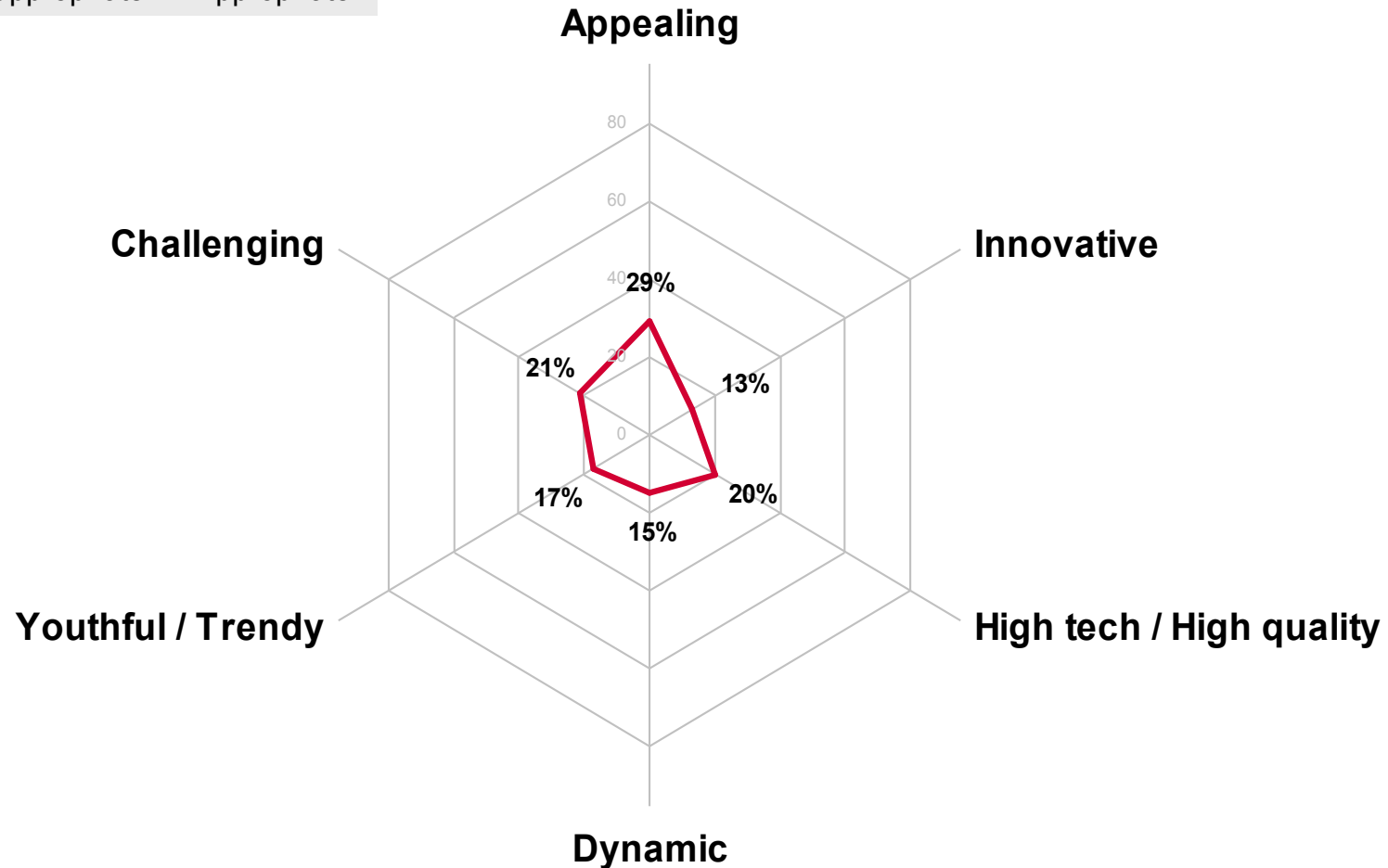


Sponsoring 21+ 2006 Base: 459 representative Dutch citizens with an interest in sailing (Top-3-Box)

Now, I am going to name some sports to you with a list of attributes. Please tell me, in your opinion, how appropriate each attribute is to sailing. I would like you to rate your answer on a scale from 1= “Is not appropriate at all” to 5= “Entirely appropriate”.

Image profile of golf

— Top-2-Box:
“Entirely appropriate” + “Appropriate”

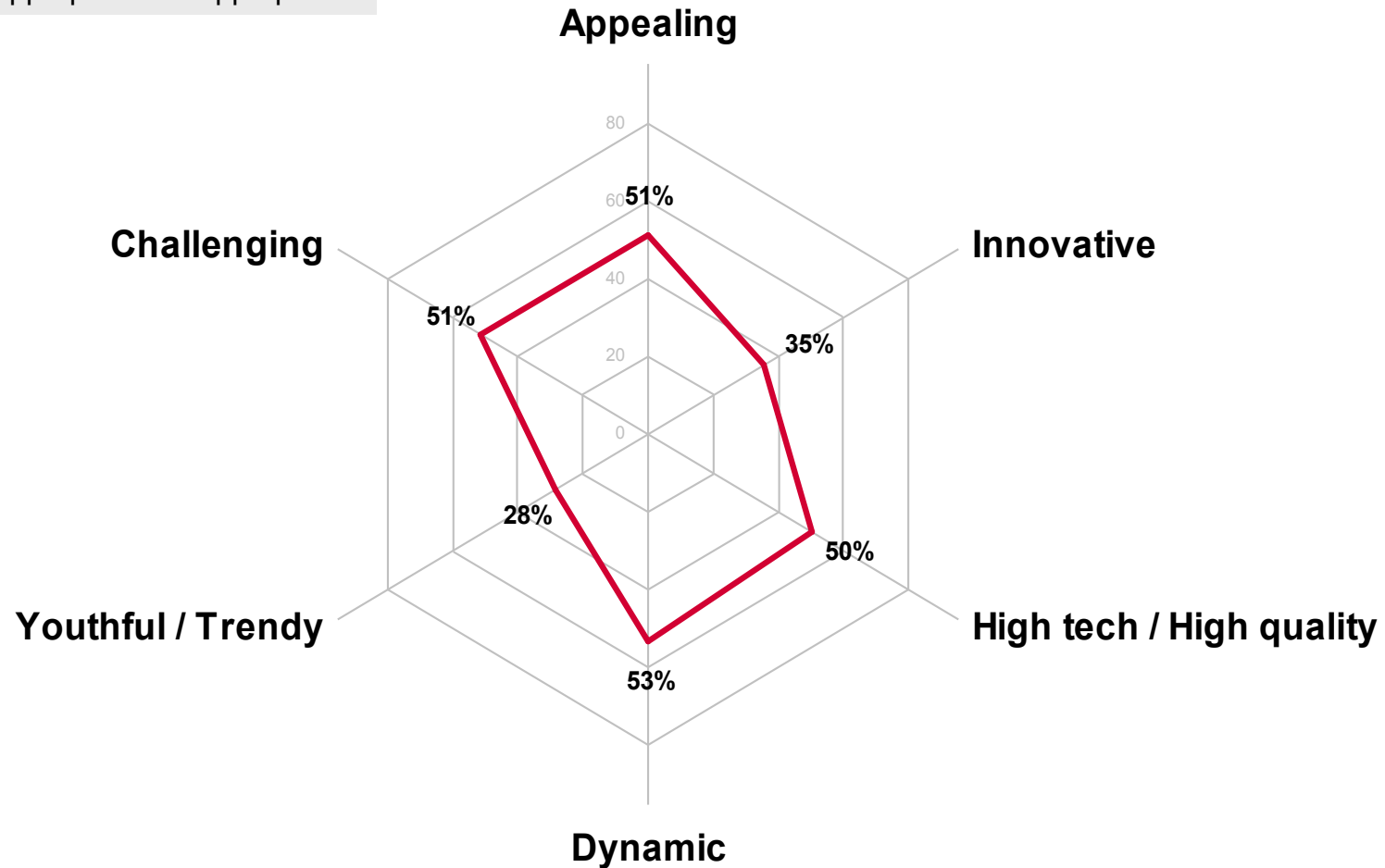


Sponsoring 21+ 2006 Base: 372 representative Dutch citizens with an interest in golf (Top-3-Box)

Now, I am going to name some sports to you with a list of attributes. Please tell me, in your opinion, how appropriate each attribute is to golf. I would like you to rate your answer on a scale from 1= “Is not appropriate at all” to 5= “Entirely appropriate”.

Image profile of cycling

— Top-2-Box:
“Entirely appropriate” + “Appropriate”

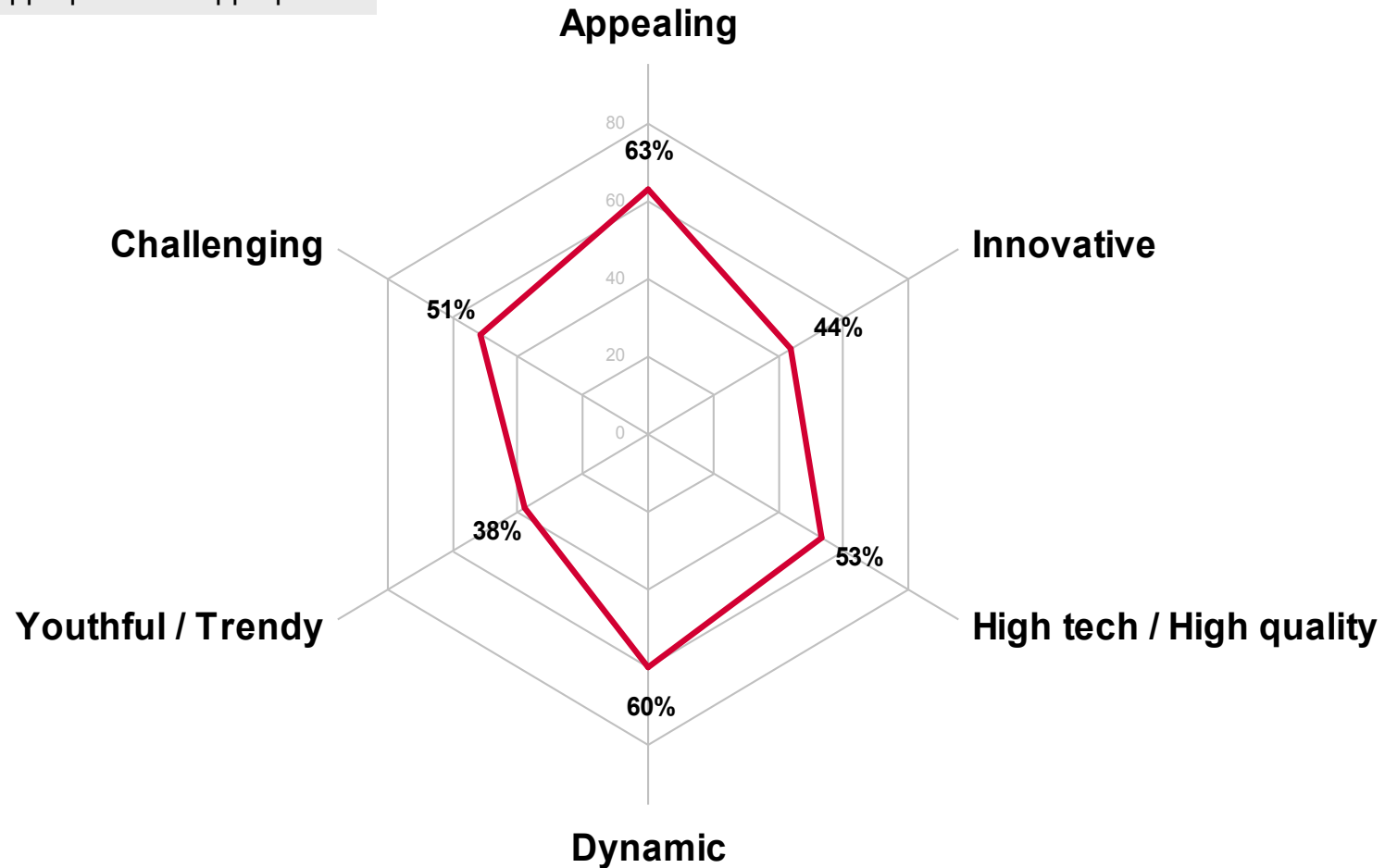


Sponsoring 21+ 2006 Base: 656 representative Dutch citizens with an interest in cycling (Top-3-Box)

Now, I am going to name some sports to you with a list of attributes. Please tell me, in your opinion, how appropriate each attribute is to cycling. I would like you to rate your answer on a scale from 1= “Is not appropriate at all” to 5= “Entirely appropriate”.

Image profile of speed skating

— Top-2-Box:
“Entirely appropriate” + “Appropriate”

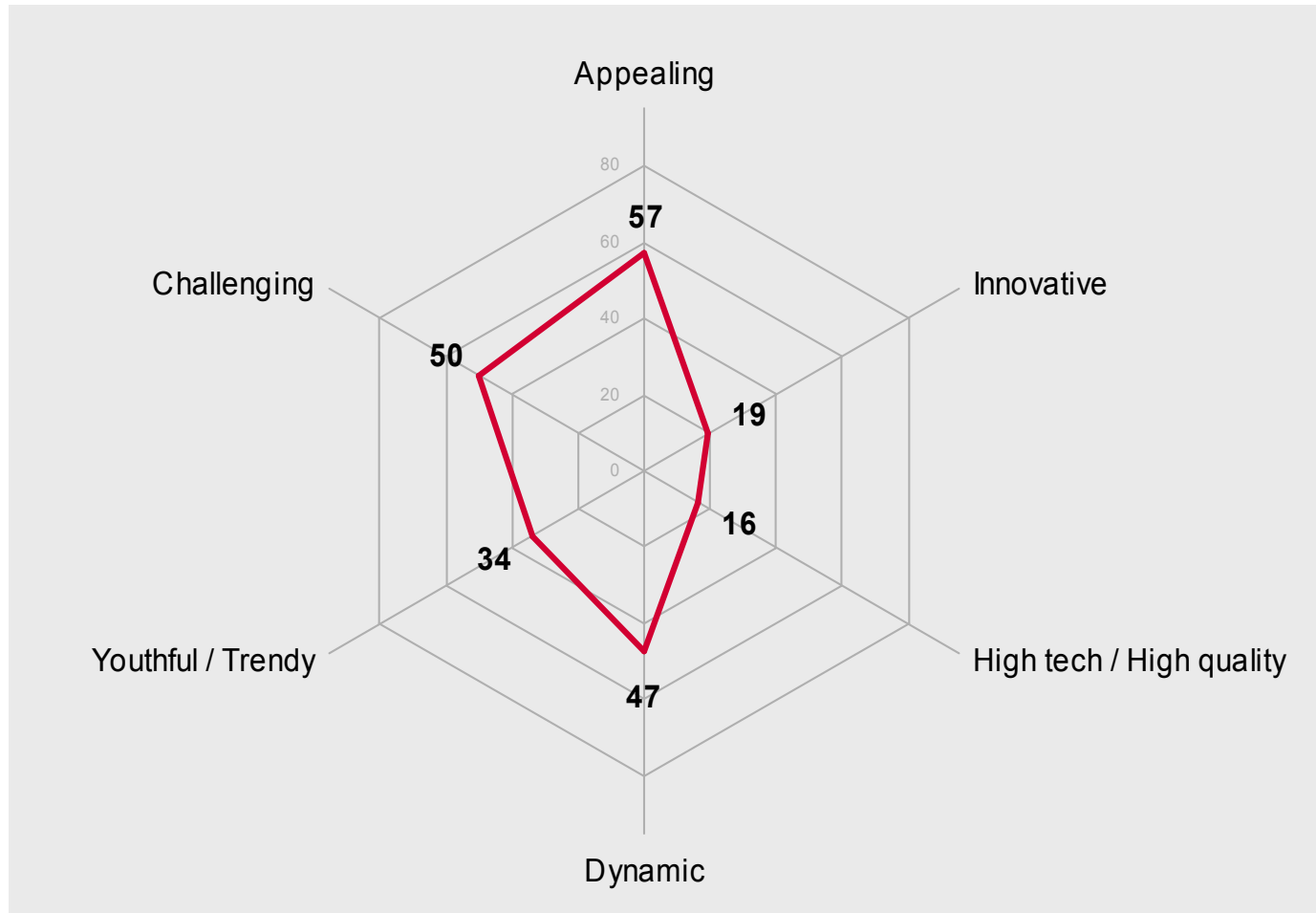


Sponsoring 21+ 2006 Base: 831 representative Dutch citizens with an interest in speed skating (Top-3-Box)

Now, I am going to name some sports to you with a list of attributes. Please tell me, in your opinion, how appropriate each attribute is to speed skating. I would like you to rate your answer on a scale from 1= “Is not appropriate at all” to 5= “Entirely appropriate”.

Image profile of football / soccer

Top-2-Box: "Entirely appropriate" + "Appropriate"

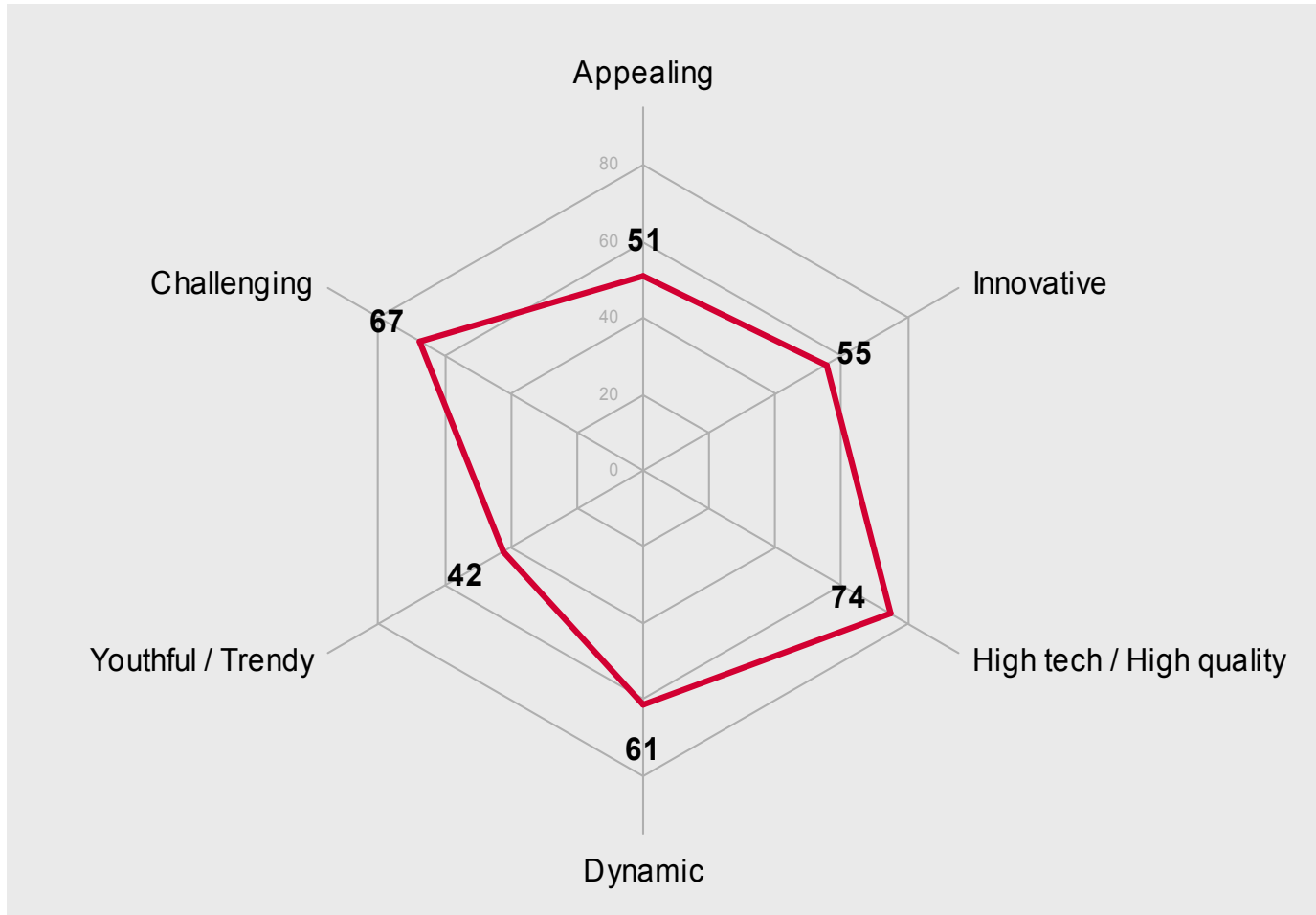


Sponsoring 21+ 2007 Base: 757 representative Dutch citizens between the ages of 16-69, interested in football (Top-3-Box)

Question: Now, I am going to name some sports to you with a list of attributes. Please tell me, in your opinion, how appropriate each attribute is to football / soccer. I would like you to rate your answer on a scale from 1= "Is not appropriate at all" to 5= "Entirely appropriate". (Figures in %)

Image profile of Formula 1

Top-2-Box: "Entirely appropriate" + "Appropriate"

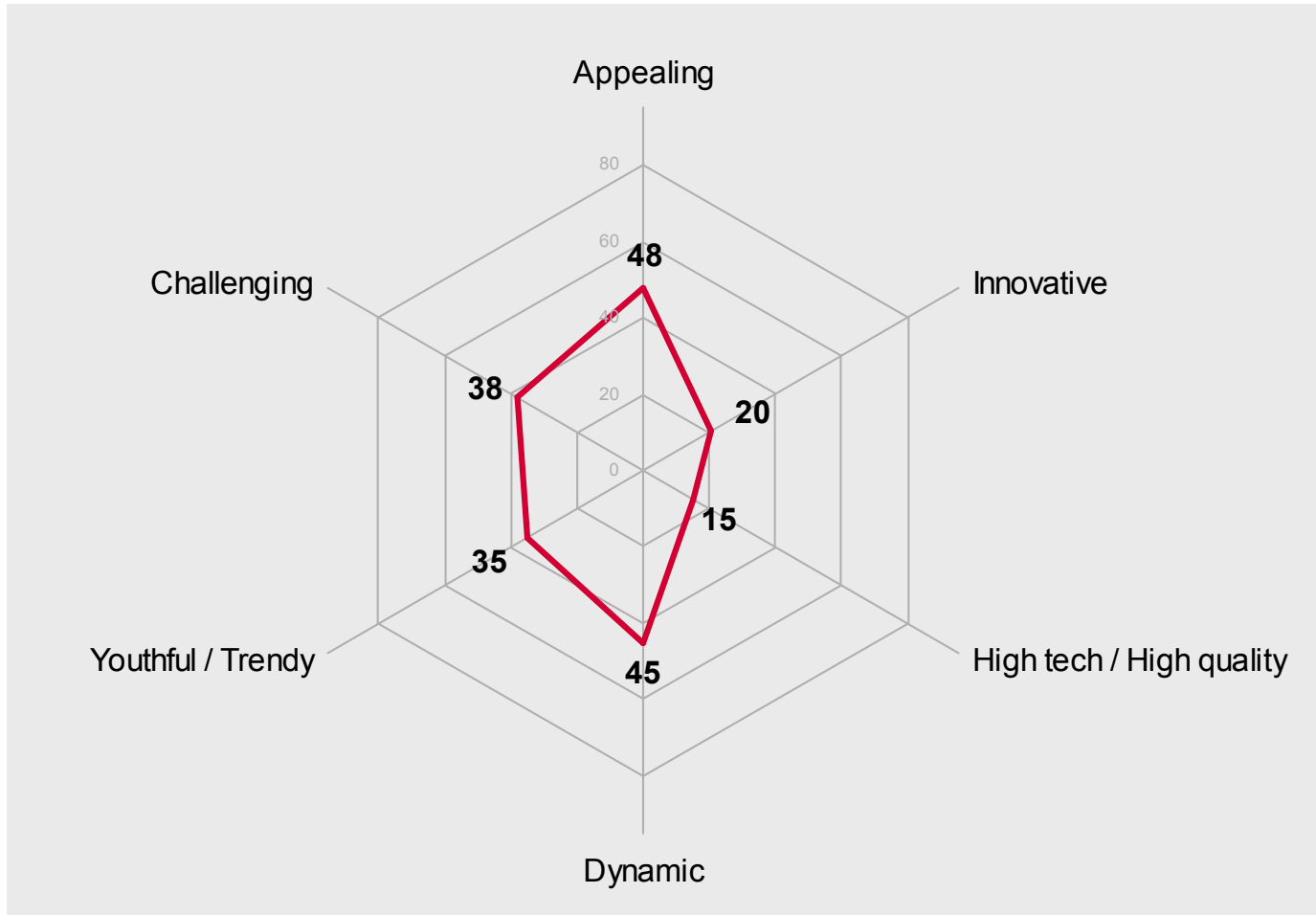


Sponsoring 21+ 2007 Base: 544 representative Dutch citizens between the ages of 16-69, interested in motorcar racing incl. F1 (Top-3-Box)

Question: Now, I am going to name some sports to you with a list of attributes. Please tell me, in your opinion, how appropriate each attribute is to Formula 1. I would like you to rate your answer on a scale from 1= "Is not appropriate at all" to 5= "Entirely appropriate".
(Figures in %)

Image profile of volleyball

Top-2-Box: "Entirely appropriate" + "Appropriate"



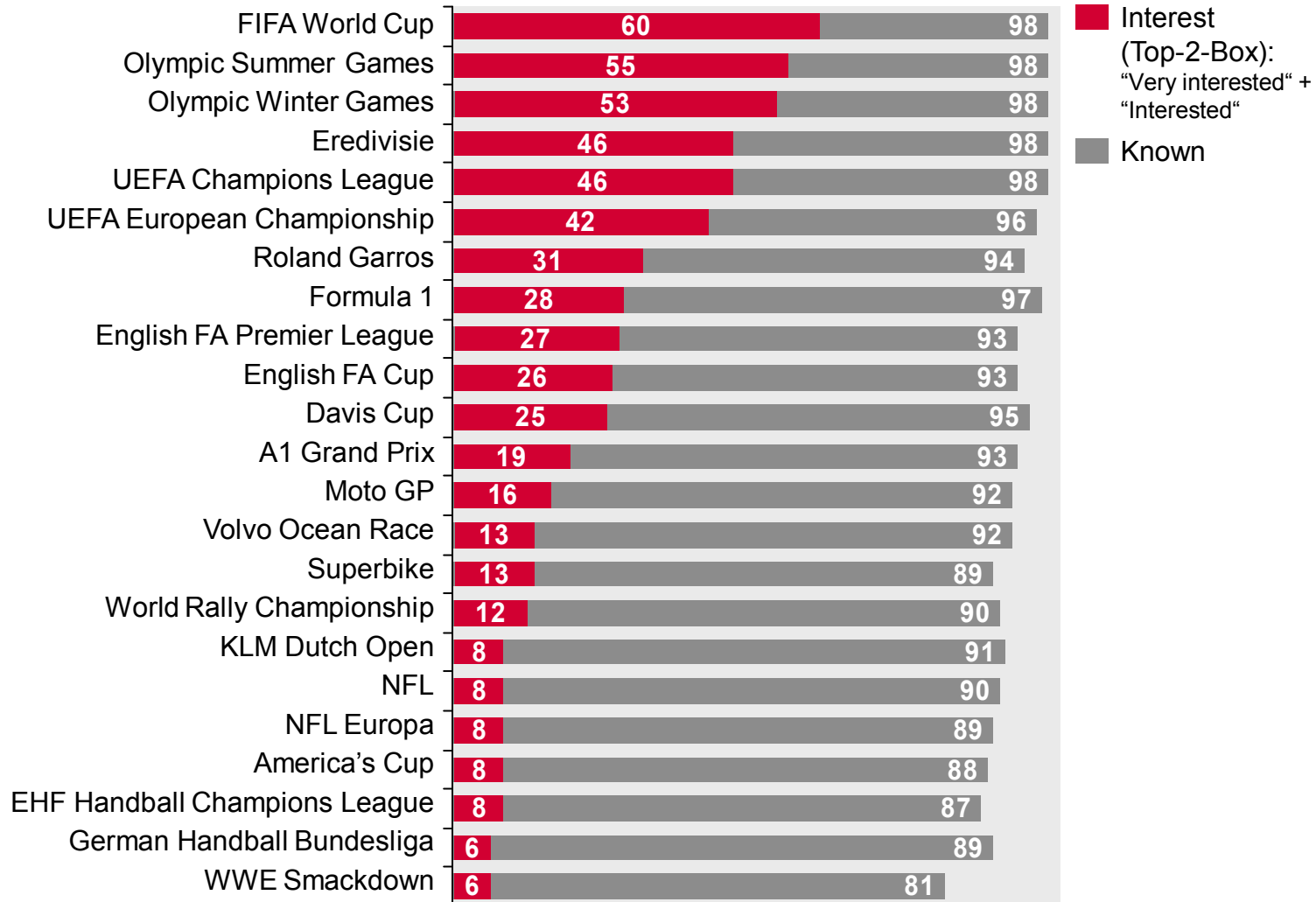
Sponsoring 21+ 2007 Base: 509 representative Dutch citizens between the ages of 16-69, interested in volleyball (Top-3-Box)

Question: Now, I am going to name some sports to you with a list of attributes. Please tell me, in your opinion, how appropriate each attribute is to volleyball. I would like you to rate your answer on a scale from 1= "Is not appropriate at all" to 5= "Entirely appropriate".
(Figures in %)

Potential of events and teams

Level of interest in selected sports events

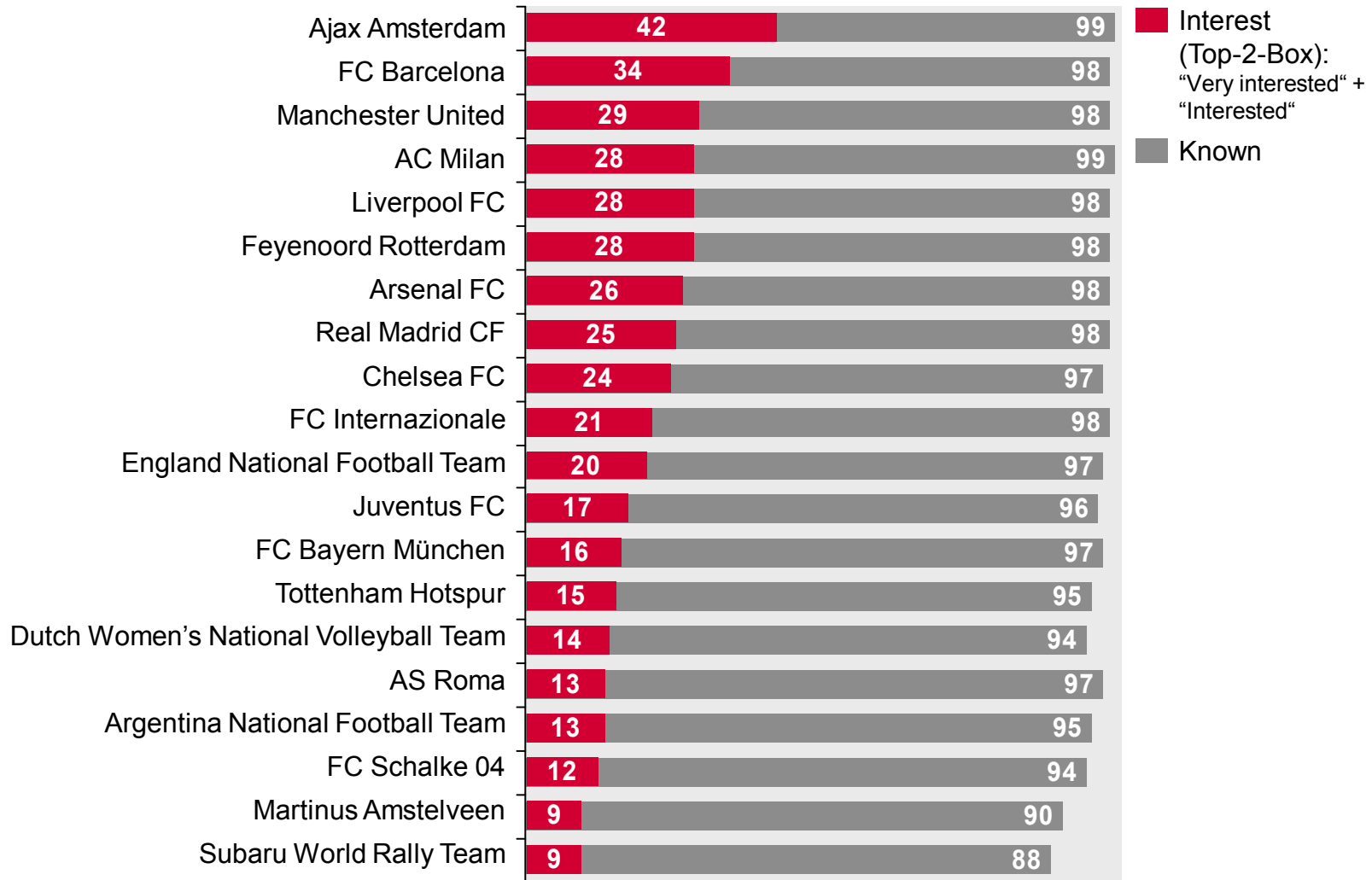
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Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

Question: Please tell me how interested you are in each of the following events on a scale from 1 = "Not interested at all" to 5 = "Very interested". If event is not known please state. (Figures in %)

Level of interest in selected teams and clubs



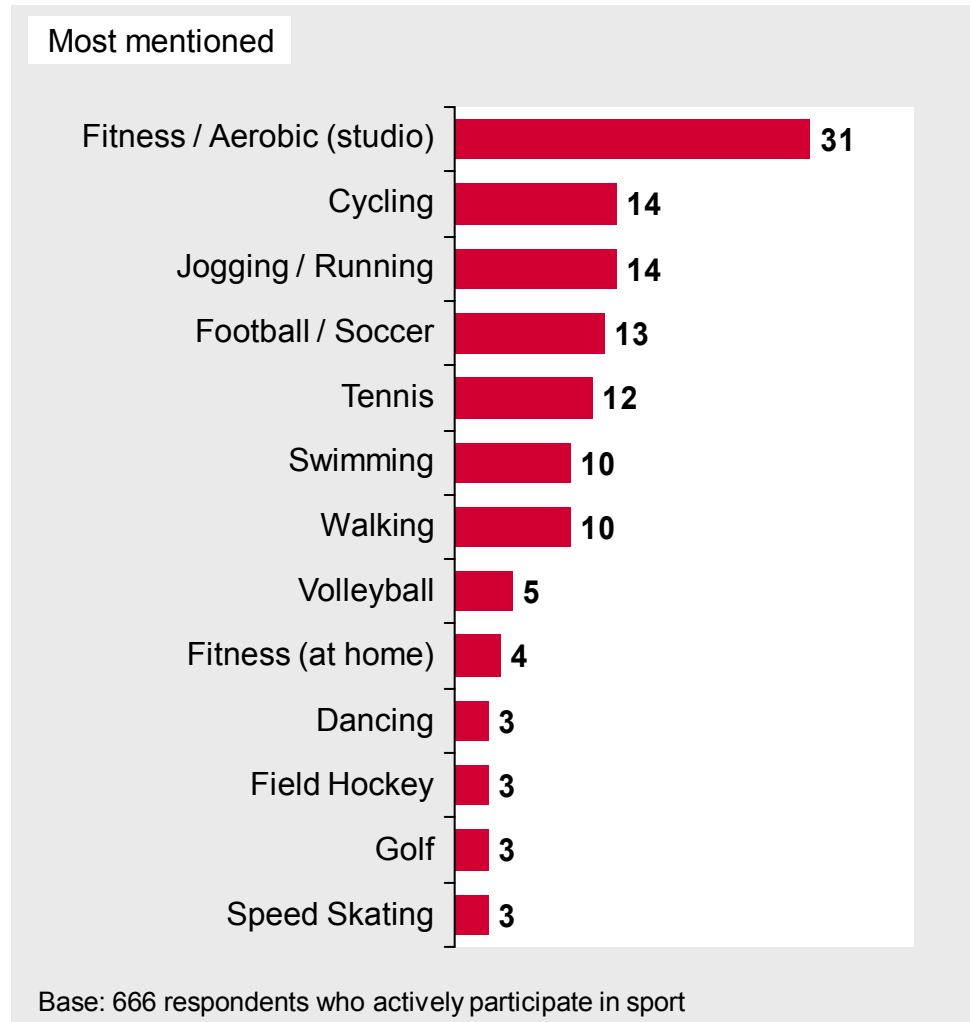
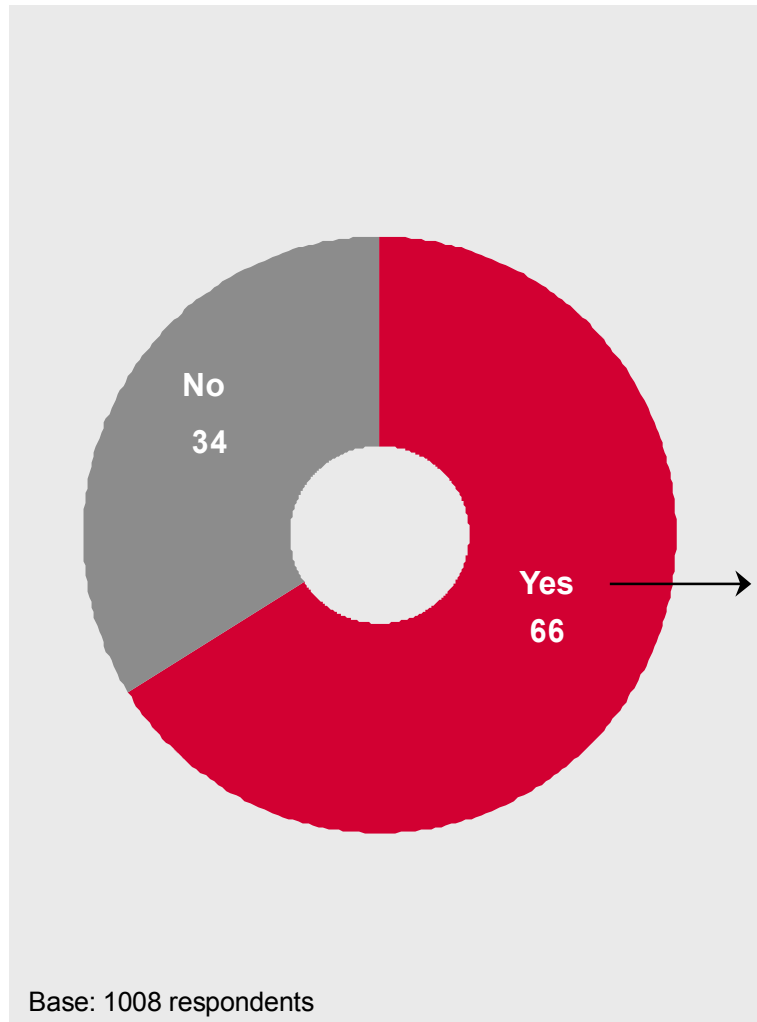
Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

Question: I would like to know how interested you are in each of the following clubs / teams. Please, rate your answer on a scale from 1= "Not interested at all" to 5= "Very interested". If team is not known please state. (Figures in %)

Target group profiles

Active participation and types of sport participated in

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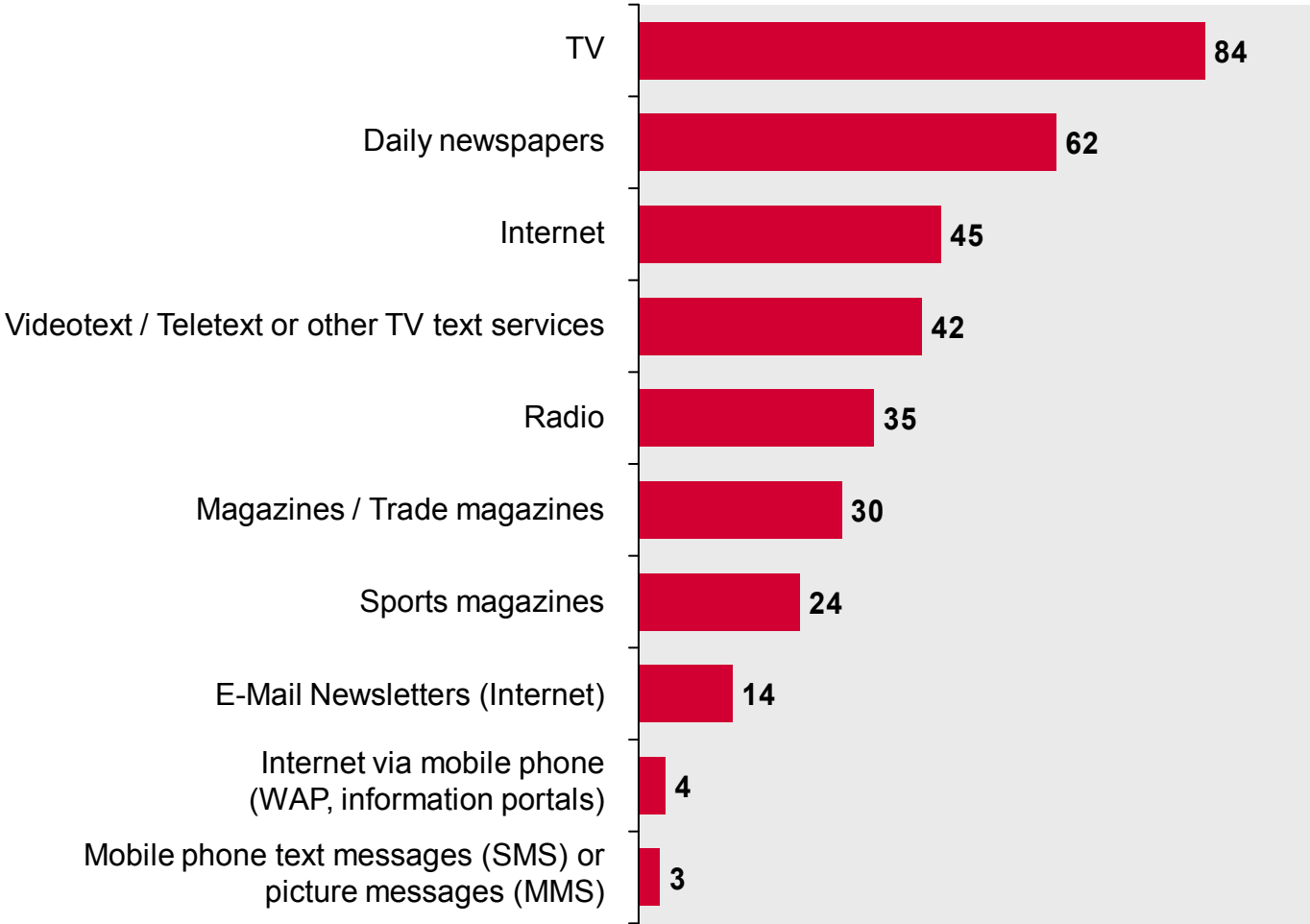
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Sponsoring 21+ 2007 Base: Representative Dutch citizens between the ages of 16-69

Question: Do you personally take part in any sports on a regular basis? Which particular sports do you do / play regularly? (Figures in %)

Media used for sports information

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Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

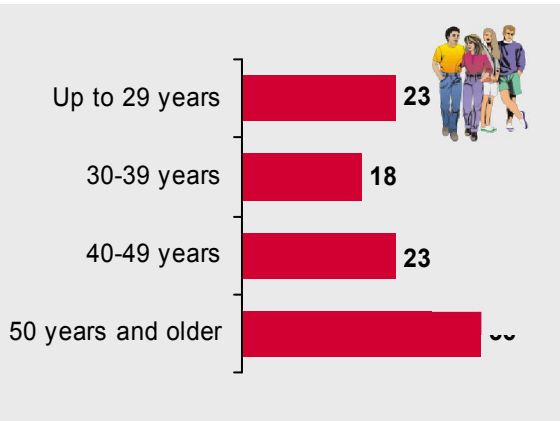
Question: Which of the following media do you use to inform yourself about sport? (Figures in %)

Demographic structure

Demographic structure I

Age

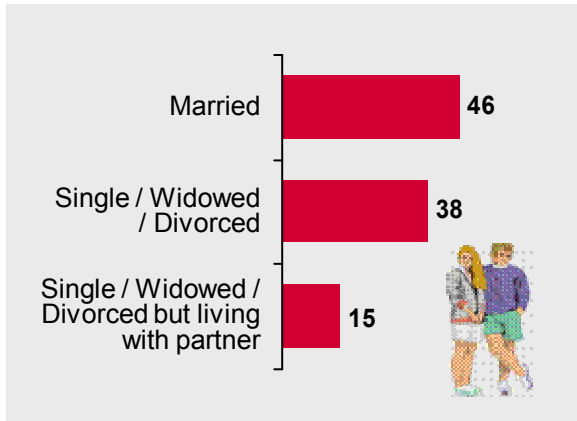
Ø = 42.3 years



Gender



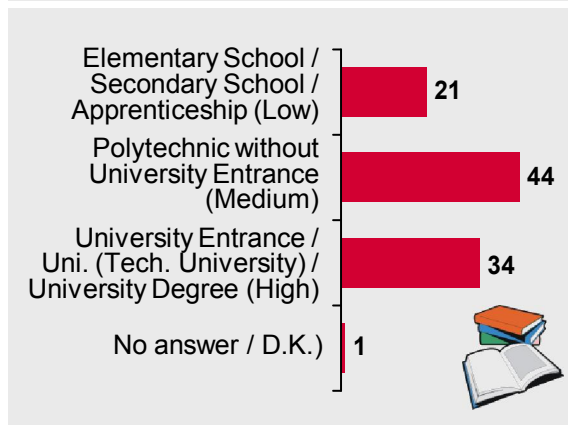
Family status



Chief income earner



School qualifications



Net household income (per month)

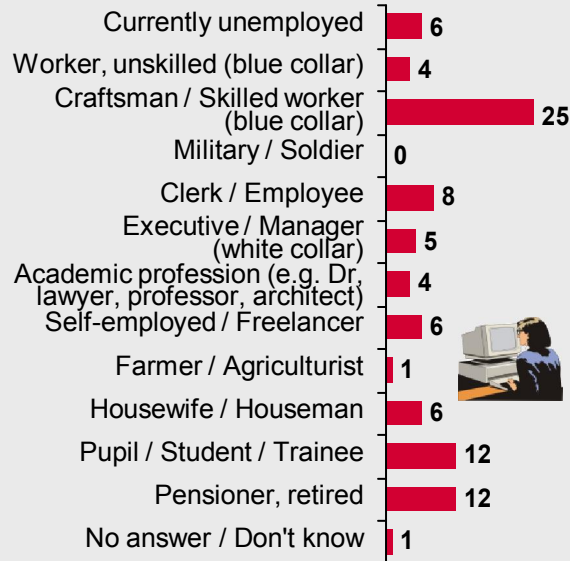


Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

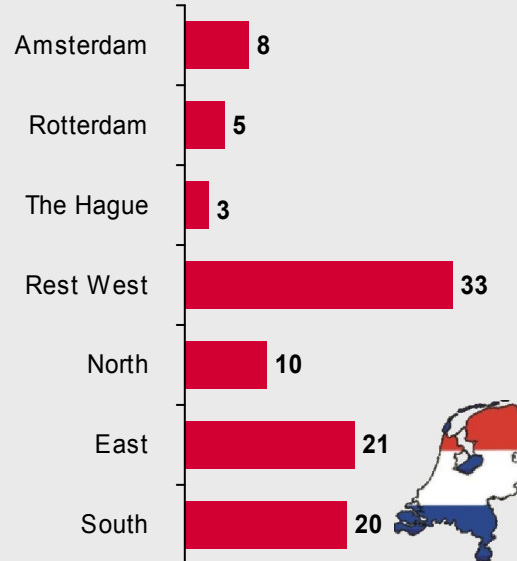
Question: Finally, we would like to end with a few quick demographical questions in order to help us with our statistical analysis of this survey. (Figures in %)

Demographic structure II

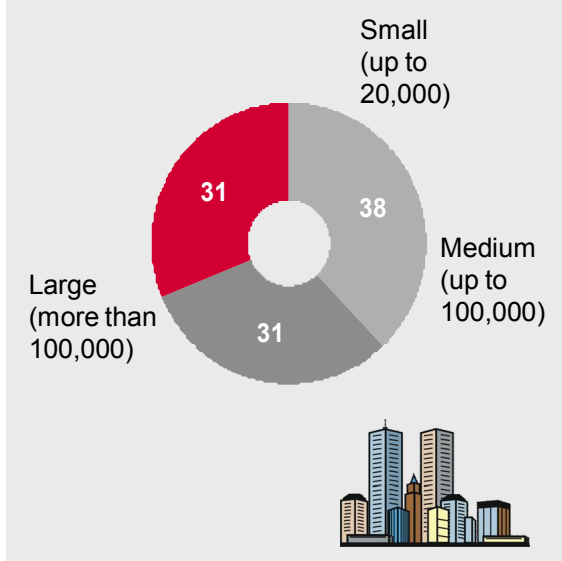
Occupation



Region



Population of town



Sponsoring 21+ 2007 Base: 1008 representative Dutch citizens between the ages of 16-69

Question: Finally, we would like to end with a few quick demographical questions in order to help us with our statistical analysis of this survey. (Figures in %)



We would like to wish you all the best in
the perusal of this report and in the analysis and
implementation of the results!

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SPORT+MARKT AG

Luxemburger Str. 299
50939 Cologne
Germany

Tel.: +49 (0) 221 - 430 73 0
Fax.: +49 (0) 221 - 430 73 111
Internet: www.sportundmarkt.com
Email: info@sportundmarkt.com