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The Olympics Wrap Up Survey: Media Fact Sheet

Shanghai - Leading global research firm Synovate conducted an online survey in tier one and tier two cities in China, in the 24 hours immediately following the Closing Ceremony of the Olympic Games.

There were a total of 509 urban Chinese respondents including 23% (117 people) from Beijing.

Here's some of what we found:

Beijing service

Close to half (49%) of all Beijing respondents said service had improved a lot and a further 42% said it improved somewhat. Not a single respondent said it had worsened.

Raising interest in all sports

Of the 38 sports / disciplines, 21% of people said they enjoyed watching basketball the most, followed by diving at 15% and artistic gymnastics at 9%.

Nearly nine out of ten people (89%) watched sports that they normally have no interest in and the sport that might be followed most closely after the Games is archery, with 10% saying they most enjoyed watching this sport. It was followed by new watchers for weightlifting (8%), athletics (7%) and basketball, trampoline and hockey (all 5%).

90% of people said they would continue to follow the sport they are newly interested in and 81% said they have been inspired to play more sport.

The greatest Olympian of all time?

Half of all Chinese respondents nominated Michael Phelps as the greatest Olympian of all time. Sixteen percent said Li Ning, followed by Usain Bolt at 10% while 7% of Chinese think Liu Xiang is the greatest Olympian of all time.

Best non-sporting moment

Forty-three per cent of Chinese people think the Opening Ceremony was the best non-sporting moment of the Olympic Games. The next most nominated non-sporting moments were building awareness of Chinese culture around the world at 13% and 11% nominated the architectural achievements of the Bird's Nest and Water Cube.

Notes to editor

- 1) Please see media release for more results from the Olympic Wrap Up Survey
- 2) Please contact Sissi Sun on +86 21 61322231 for further information.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 6,000 staff in 121 cities across 63 countries.

About Synovate China

Synovate has 640 staff in China and spoke with more than 1.2 million people on behalf of clients across 550 Chinese cities in 2007.

More information on Synovate can be found at www.synovate.com.