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ROMANIANS AND THE OLYMPIC GAMES: TOKYO 2020 & PARIS 2024

QUANTITATIVE RESEARCH CONDUCTED ON A REPRESENTATIVE SAMPLE OF 500 WOMEN AND MEN AGED 18+. THE INTERVIEWS WERE CONDUCTED BETWEEN JULY 16-19, 2024.

EURO 2024 vs TOKYO 2020

88%
OF ROMANIANS AGED 18+ DECLARE THAT THEY WATCHED EURO 2024

31%
OF ROMANIANS AGED 18+ DECLARE THAT THEY WATCHED THE TOKYO 2020 OLYMPIC GAMES

WATCHED TOKYO 2020 OLYMPIC GAMES

38%
OF MEN

24%
OF WOMEN

WATCHED THE TOKYO 2020 OLYMPIC GAMES

URBAN 34%

26% RURAL

WATCHED THE TOKYO 2020 OLYMPIC GAMES

18-24 YEARS OLD	24-35 YEARS OLD	35-44 YEARS OLD	44-55 YEARS OLD	OVER 55 YEARS OLD
29.4%	30.8%	31.8%	25.6%	36.5%

HOW MANY MEDALS DID ROMANIA WIN IN THE PREVIOUS EDITION OF THE OLYMPIC GAMES - TOKYO 2020?

17% OF ROMANIANS KNOW EXACTLY HOW MANY MEDALS DID ROMANIA WON AT TOKYO 2020 (4 MEDALS)

12% THINK WE WON MORE MEDALS

11% THINK WE WON LESS MEDALS

60%
OF ROMANIANS SAY THAT THEY DON'T KNOW HOW MANY MEDALS ROMANIA WON AT TOKYO 2020 (4 MEDALS)

WHO WON THE MEDALS FOR ROMANIA AT THE TOKYO OLYMPICS?

82.5%
STATED THAT THEY DON'T KNOW WHO WERE THE MEDAL WINNERS

7% MENTIONED NICOLETA ANCUȚA BODNAR AND SIMONA DĂDIS (ROWING, WOMEN'S DOUBLE SCULLS)

6.2% MENTIONED ANA MARIA POPESCU BRÂNZĂ (FENCING, WOMEN'S EPEE INDIVIDUAL)

4.4% MENTIONED CIPRIAN TUDOSĂ AND MARIUS COZMUC (ROWING, MEN'S COXLESS PAIR)

3.2% MENTIONED MIHAITA TIGĂNESCU (ROWING, MEN'S COXLESS FOUR)

2.8% MENTIONED ȘTEFAN BERARIU, MUGUREL SEMCIUC AND COSMIN PASCARI (ROWING, MEN'S COXLESS FOUR)

TOKYO 2020 vs PARIS 2024

31%
WATCHED THE TOKYO 2020 OLYMPIC GAMES

PLAN TO WATCH THE PARIS 2024 OLYMPIC GAMES **66%**

WHICH ROMANIAN ATHLETE WILL THEY WATCH AT PARIS 2024

27% DAVID POPOVICI

3.6% IRINA BEGU

2.2% LĂCRĂMIOARA PERJOC

2.4% CĂTĂLIN CHIRILĂ

1.8% VLAD STANCU

1% ALINA ROTARU

1.6% BERNADETTE SZŐCZ

The data show that David Popovici is the most well-known and appreciated athlete in Team Romania.
This is a result of his recent performances and his ability to connect with the public, to have a strong discourse in the media, which has also led to attracting important personal sponsors and building a strong personal brand.

The much lower percentages obtained by the other athletes indicate the lack of personal brands and the lack of connection with the general public in Romania (beyond the fans of their own sports).

Corroborated with the low notoriety of the Tokyo 2020 medal winners, we can conclude that in recent years the Romanians who watch the Olympic Games are cheering more for the Romanian Olympic team, and less for the individual athletes.

It suggests an opportunity for Romanian athletes to better develop and promote their personal brands, in order to create a closer connection with the public and increase their visibility.

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