



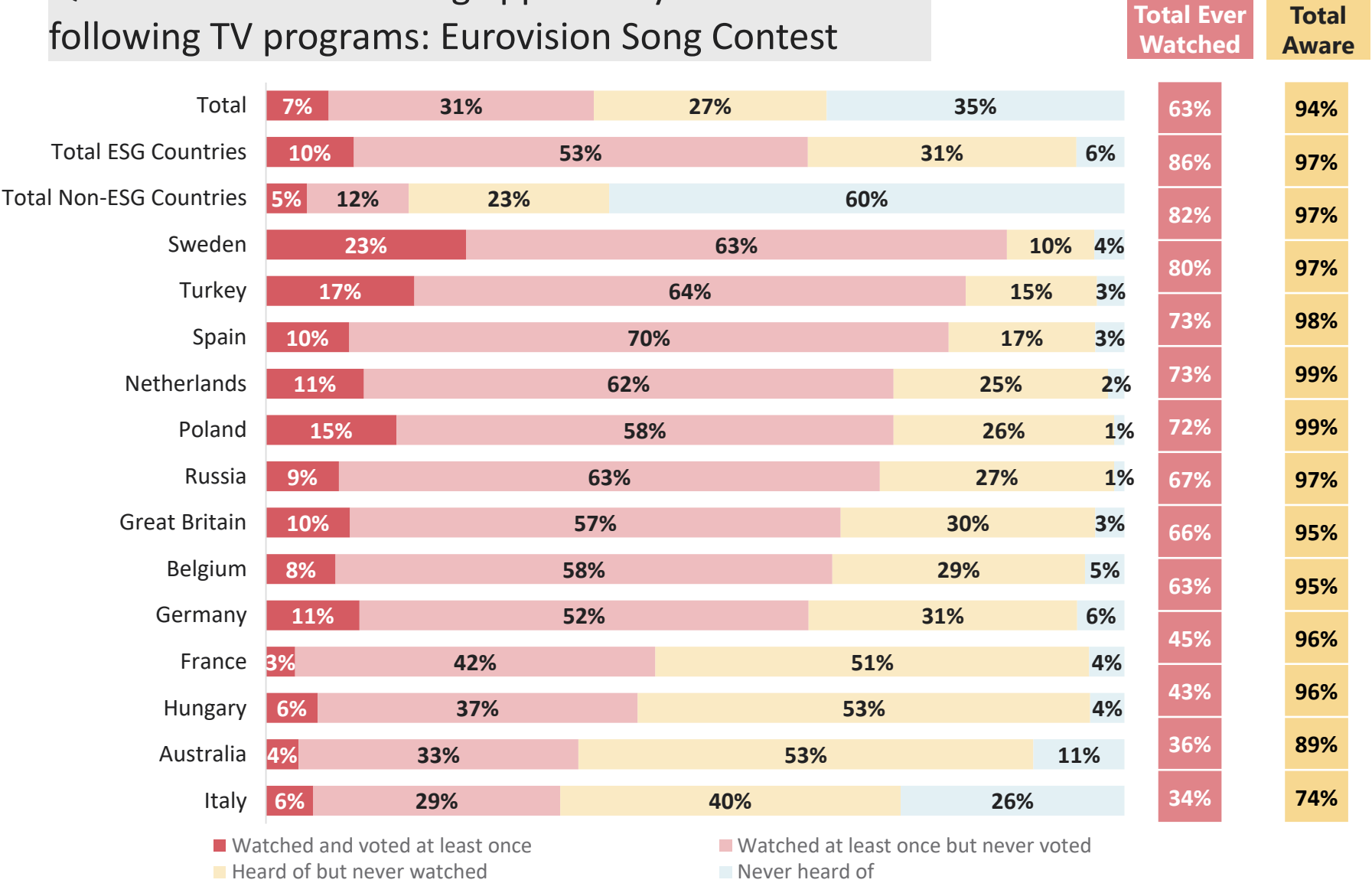
Eurovision Song Contest: A Global View

A 28-Country Ipsos Survey

May 2020

Eurovision Song Contest Awareness And Experience by Current or Past Participating Country

Q. Which of the following applies to you for each the following TV programs: Eurovision Song Contest



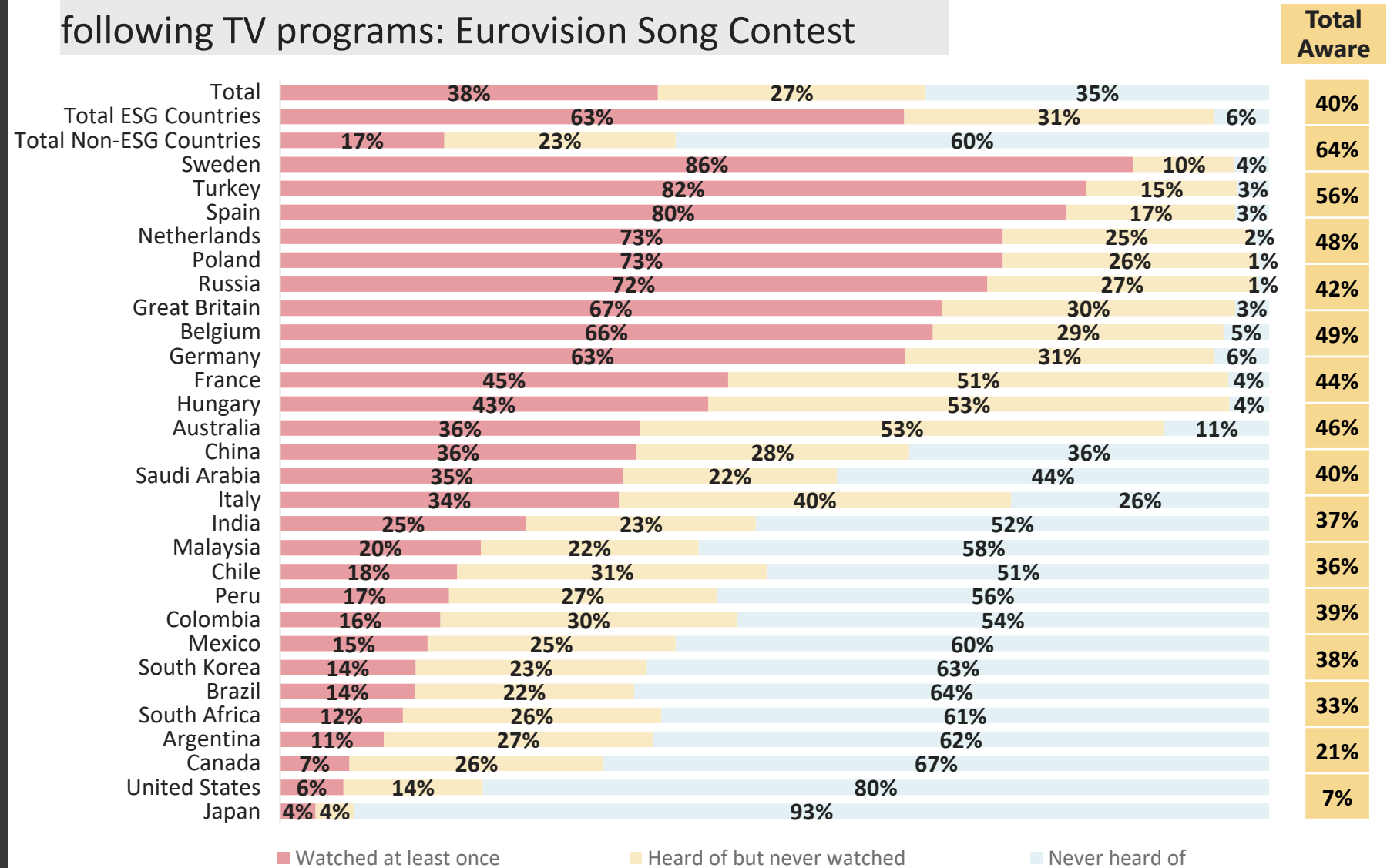
*ESG Countries: 13 countries surveyed that have ever participated in the Eurovision Song Contest (including Turkey and Hungary)

Base: Global Advisor 20,031 adults aged 16-74 from 28 countries interviewed February 20-March 3, 2020



Eurovision Song Contest Awareness And Experience by Never-Participating Country

Q. Which of the following applies to you for each the following TV programs: Eurovision Song Contest



*Non-ESG Countries: 15 countries surveyed that have never participated in the Eurovision Song Contest

Base: Global Advisor 20,031 adults aged 16-74 from 28 countries interviewed February 20-March 3, 2020

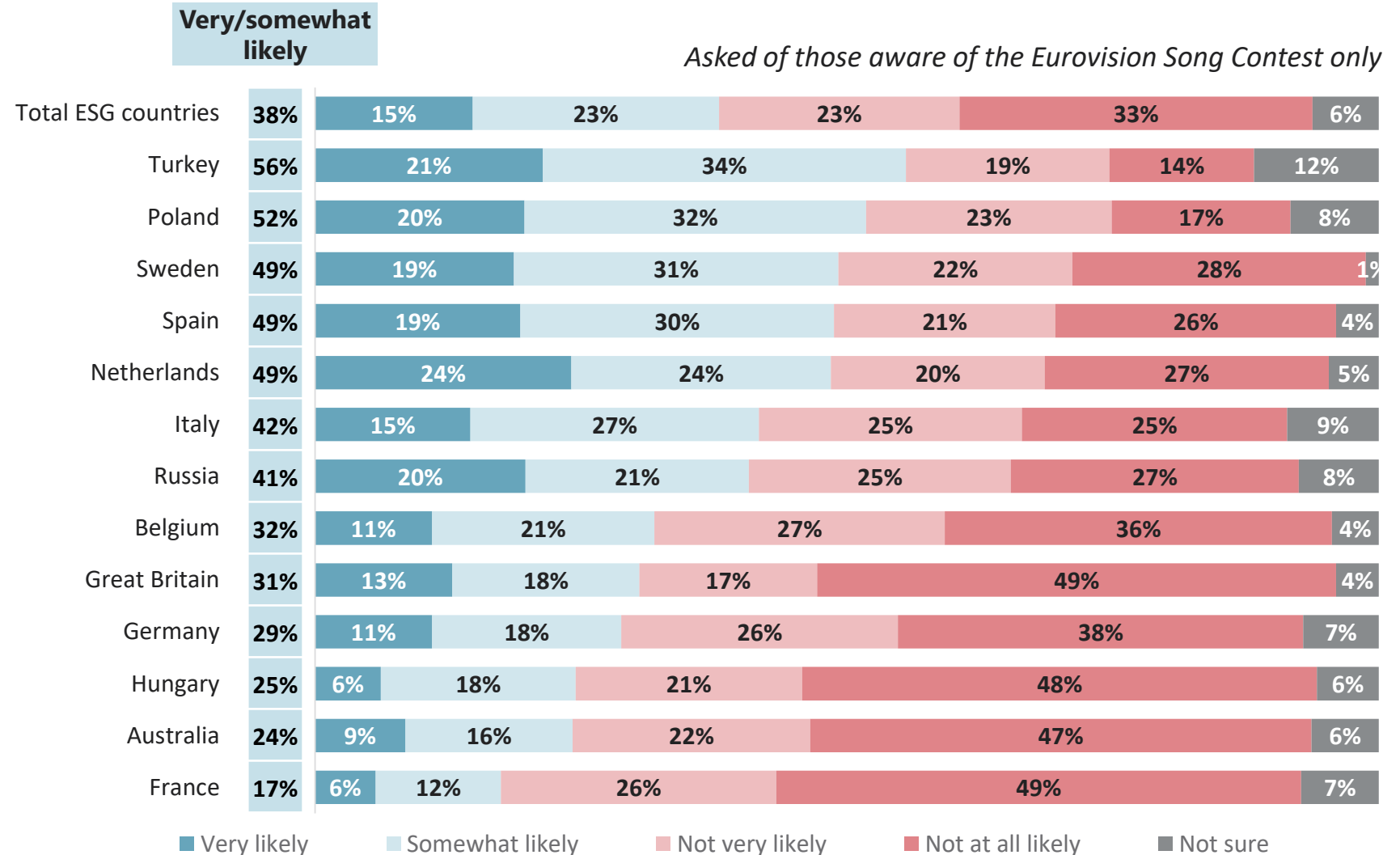
Eurovision Song Contest vs. The Voice and Got Talent: Awareness and Experience by Country

Q. Which of the following applies to you for each the following TV programs?

	Global Total	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Total % Aware																													
Eurovision Song Contest	65%	38%	89%	95%	36%	33%	49%	64%	46%	96%	95%	97%	96%	48%	74%	7%	42%	40%	98%	44%	99%	99%	56%	39%	37%	97%	97%	97%	21%
The Voice	85%	87%	93%	95%	94%	94%	88%	95%	95%	97%	93%	94%	83%	73%	82%	10%	88%	83%	95%	93%	97%	50%	86%	89%	74%	91%	53%	98%	95%
Got Talent	86%	92%	96%	91%	56%	73%	86%	93%	82%	96%	94%	98%	76%	90%	92%	9%	91%	82%	94%	87%	99%	95%	85%	99%	63%	93%	91%	98%	97%
Total % Ever Watched																													
Eurovision Song Contest	38%	11%	36%	66%	14%	7%	18%	36%	16%	45%	63%	67%	43%	25%	34%	4%	20%	15%	73%	17%	73%	72%	35%	12%	14%	80%	86%	82%	6%
The Voice	53%	60%	46%	50%	74%	50%	49%	78%	72%	54%	51%	51%	31%	49%	44%	5%	63%	54%	59%	70%	65%	26%	66%	55%	40%	53%	21%	83%	54%
Got Talent	54%	62%	54%	48%	27%	25%	47%	72%	49%	51%	55%	64%	25%	70%	65%	4%	69%	44%	49%	54%	77%	64%	64%	76%	29%	55%	56%	85%	61%
% Ever Voted																													
Eurovision Song Contest			4%	8%						3%	11%	10%	6%		6%				11%		15%	9%				10%	23%	17%	
The Voice	11%	12%	6%	7%	23%	7%	9%	28%	27%	6%	7%	6%	5%	17%	7%	1%	11%	10%	8%	22%	12%	2%	22%	13%	7%	6%	2%	18%	9%
Got Talent	10%	11%	5%	8%	6%	3%	8%	24%	11%	4%	9%	12%	5%	30%	11%	1%	14%	10%	3%	12%	16%	6%	20%	21%	3%	7%	3%	13%	11%

Likelihood to Watch 2020 Eurovision Song Contest by Current or Past Participating Country

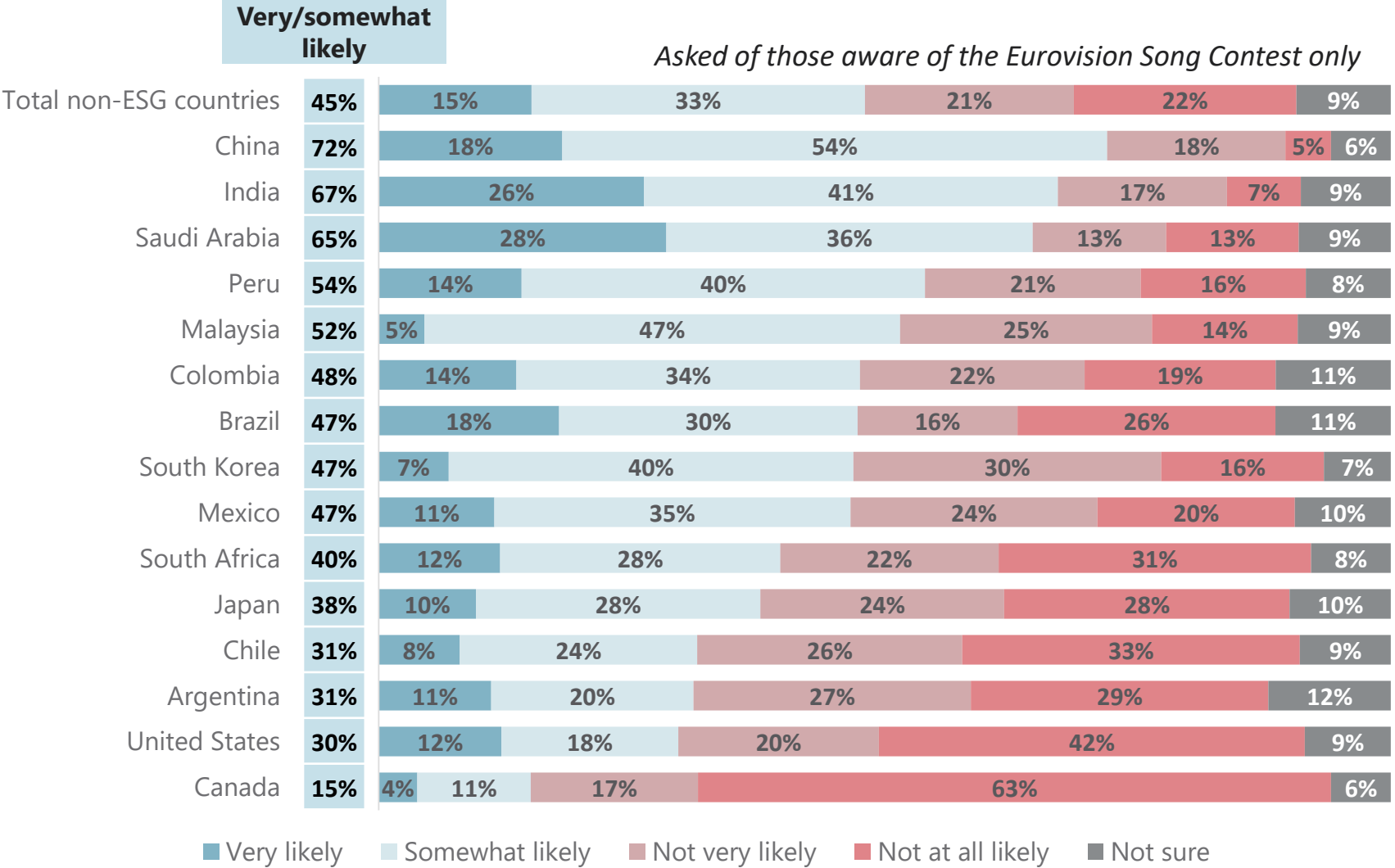
Q. The 65th Eurovision Song Contest will happen this year in Rotterdam, Netherlands, with two semi-finals held on Tuesday, May 12 and Thursday, May 14 and the grand final on Saturday, May 16. How likely are you to watch any of them?



Base: Global Advisor 9,501 adults aged 16-74 from 13 countries that ever participated to the Eurovision Song Contest, interviewed February 20-March 3, 2020

Likelihood to Watch 2020 Eurovision Song Contest by Never-Participating Country

Q. The 65th Eurovision Song Contest will happen this year in Rotterdam, Netherlands, with two semi-finals held on Tuesday, May 12 and Thursday, May 14 and the grand final on Saturday, May 16. How likely are you to watch any of them?

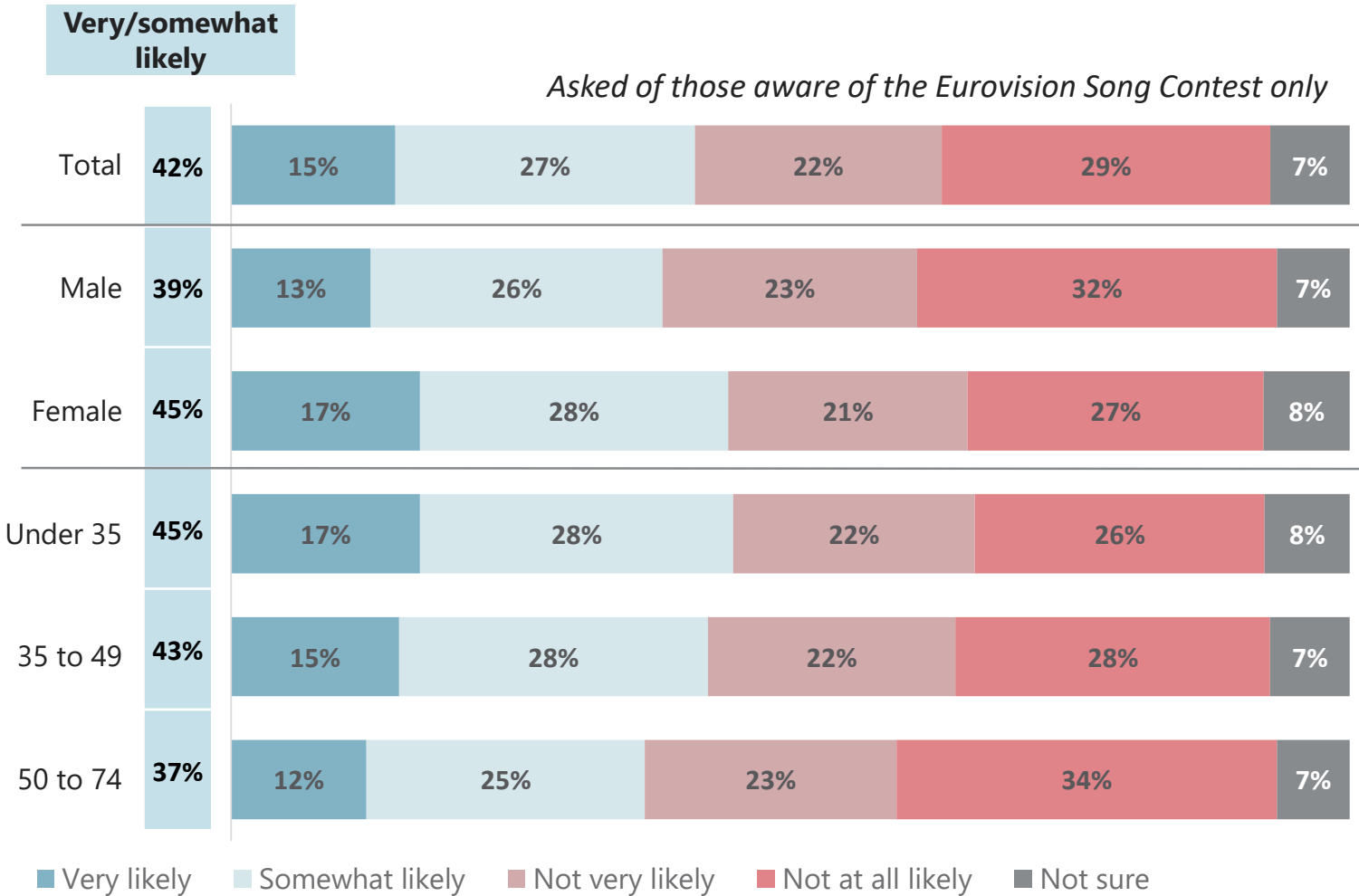


Base: Global Advisor 10,530 adults aged 16-74 from 15 countries that never participated to the Eurovision Song Contest, interviewed February 20-March 3, 2020



Likelihood to Watch 2020 Eurovision Song Contest Among All ESG-Aware Adults Globally, by Gender And Age

Q. The 65th Eurovision Song Contest will happen this year in Rotterdam, Netherlands, with two semi-finals held on Tuesday, May 12 and Thursday, May 14 and the grand final on Saturday, May 16. How likely are you to watch any of them?

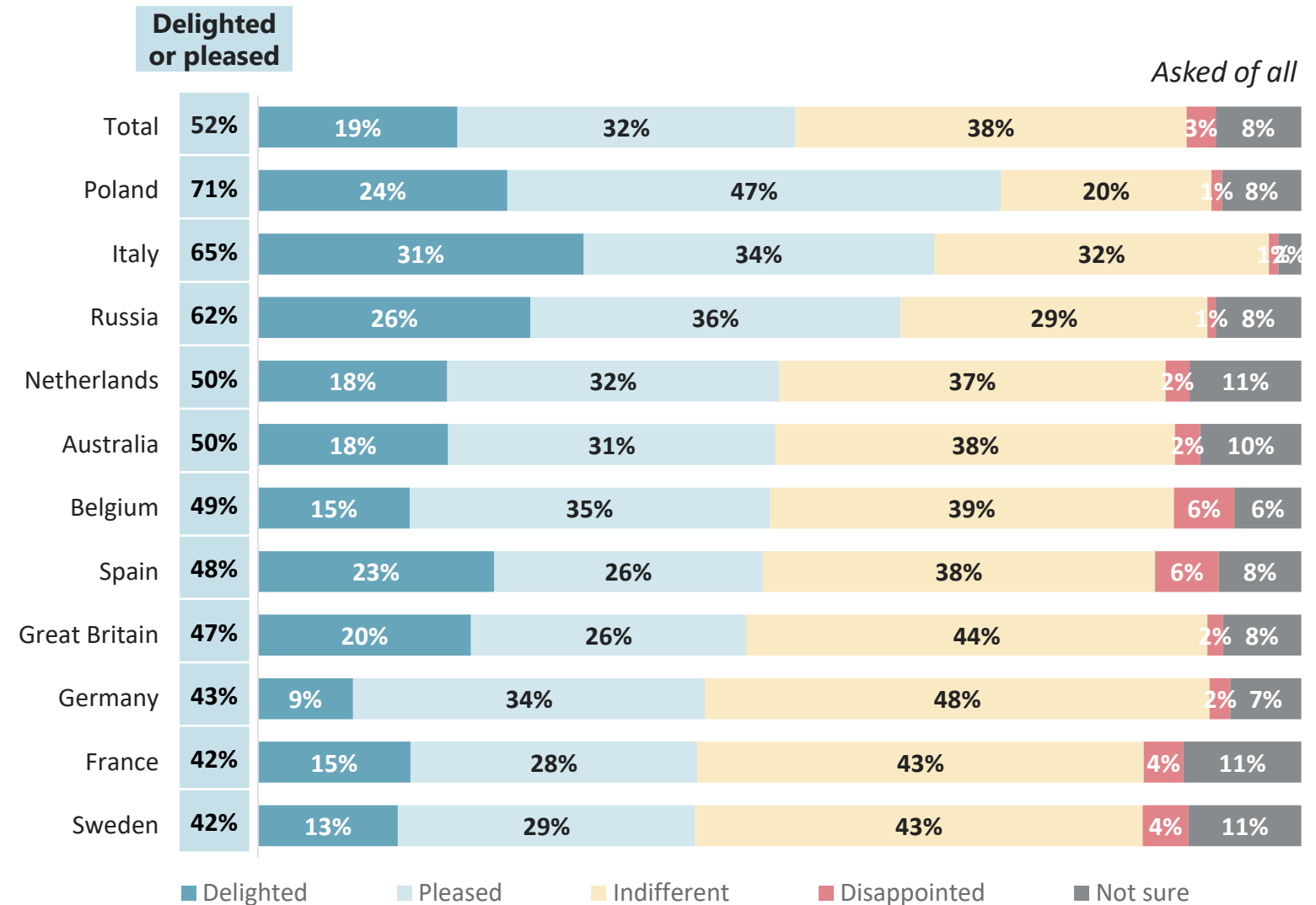


Base: Global Advisor 13,013 adults aged 16-74 from 28 countries who are aware of the Eurovision Song Contest, interviewed February 20-March 3, 2020



Feeling If Own Country Won 2020 Eurovision Song Contest by Participating Country

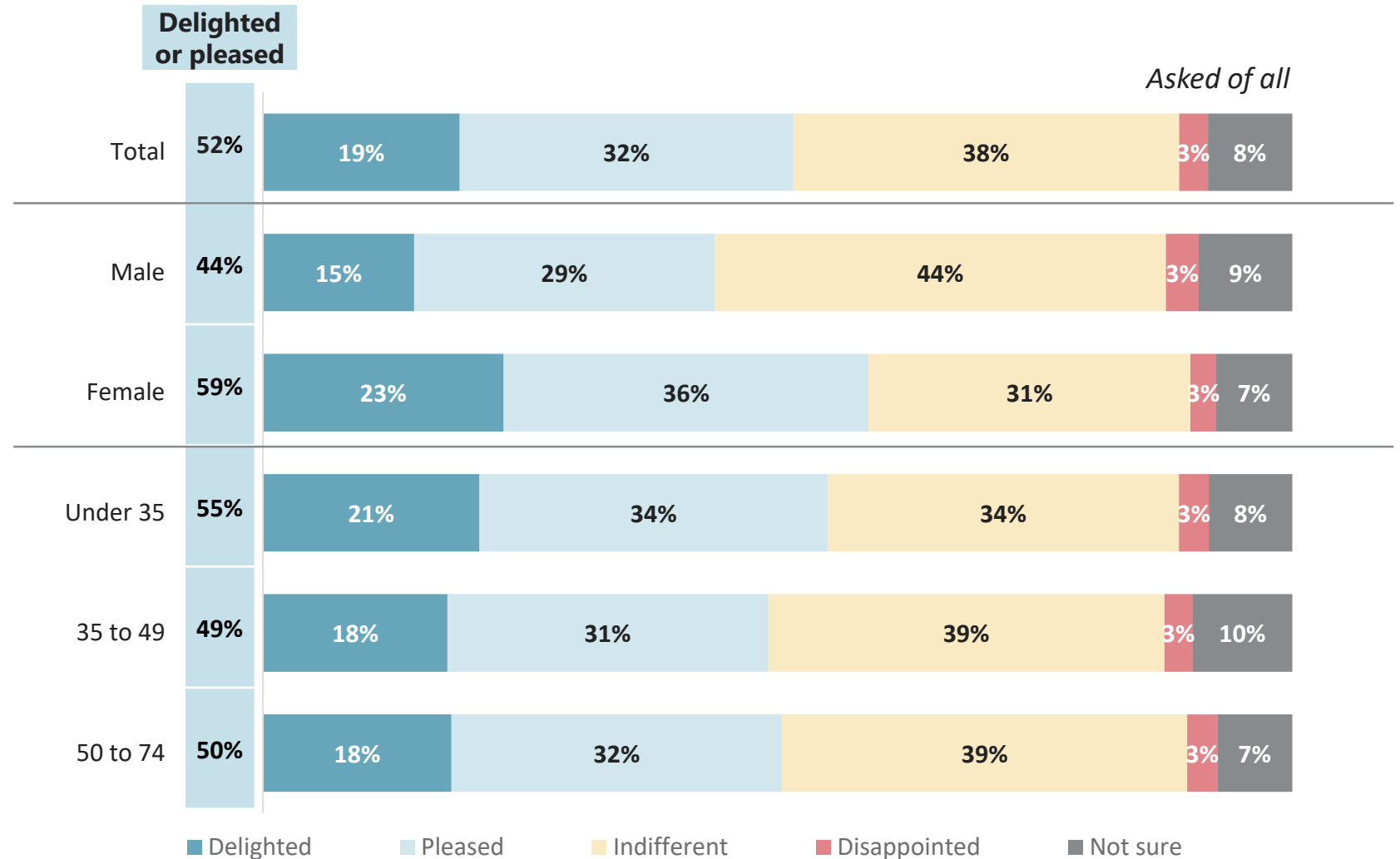
Q. How pleased would you be if the song representing [COUNTRY] won the Eurovision Song Contest this year?



Base: Global Advisor 8,501 adults aged 16-74 from 11 countries participating to the 2020 Eurovision Song Contest, interviewed February 20-March 3, 2020

Feeling If Own Country Won 2020 Eurovision Song Contest Among All Adults from Participating Countries, by Gender and Age

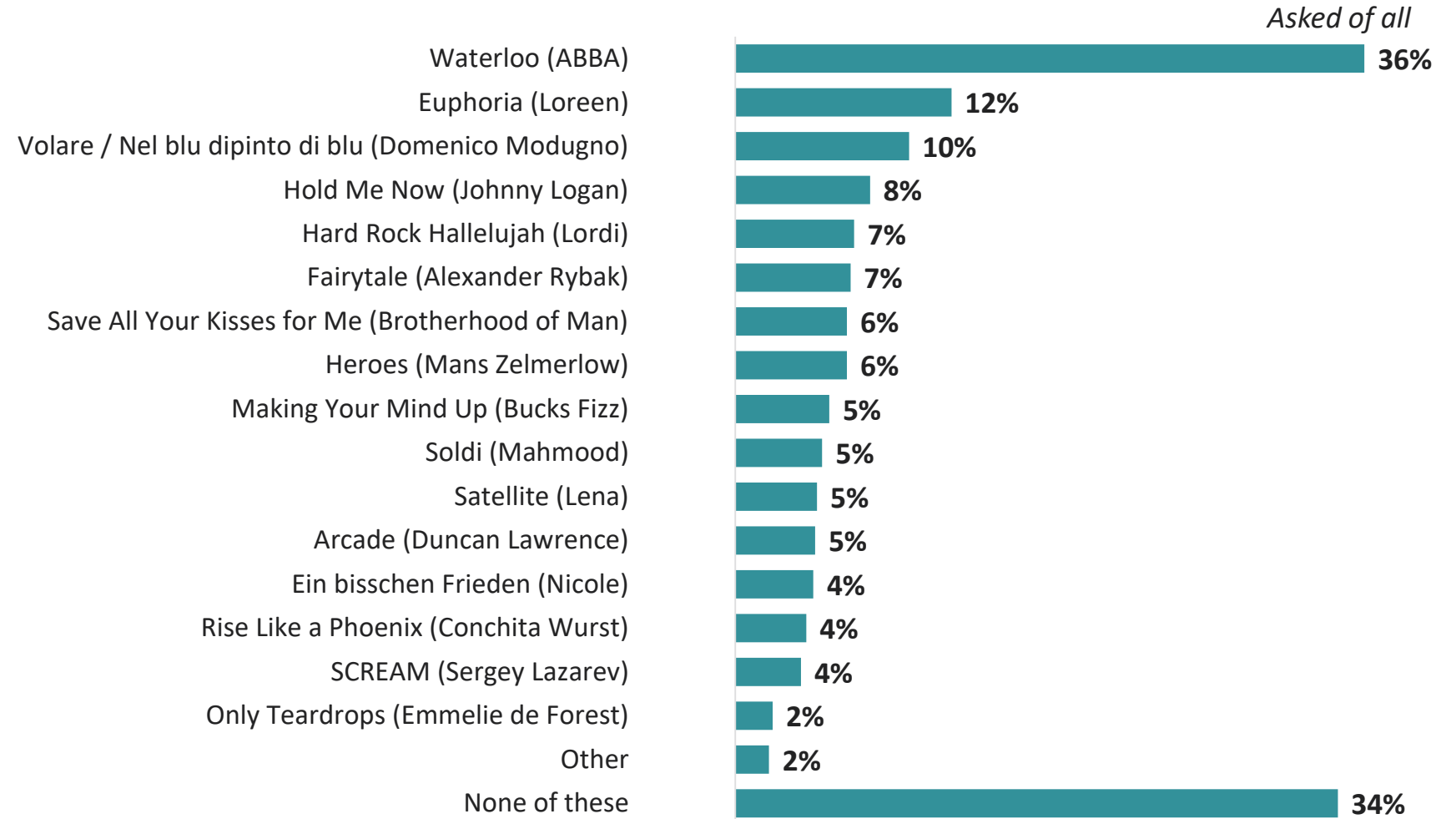
Q. How pleased would you be if the song representing [COUNTRY] won the Eurovision Song Contest this year?



Base: Global Advisor 8,501 adults aged 16-74 from 11 countries participating to the 2020 Eurovision Song Contest, interviewed February 20-March 3, 2020

Favorite Song in the History of the Eurovision Song Contest Among All Adults from 2020 Participating Countries

Q. Below are some of the most popular songs in the history of the Eurovision Song Contest. Which of them are your favorite songs?
[SELECT UP TO THREE SONGS]



Favorite Song in the History of the Eurovision Song Contest by 2020 Participating Country

Q. Below are some of the most popular songs in the history of the Eurovision Song Contest. Which of them are your favorite songs? [SELECT UP TO THREE SONGS]

	Total	Australia	Belgium	France	Germany	Great Britain	Italy	Netherlands	Poland	Russia	Spain	Sweden
Waterloo (ABBA)	36%	34%	46%	35%	30%	46%	18%	43%	35%	21%	42%	39%
Euphoria (Loreen)	12%	3%	11%	2%	10%	6%	5%	17%	13%	7%	27%	34%
Volare / Nel blu dipinto di blu (Domenico Modugno)	10%	2%	10%	6%	3%	2%	43%	5%	11%	1%	17%	8%
Hold Me Now (Johnny Logan)	8%	5%	21%	2%	10%	7%	3%	14%	2%	1%	2%	17%
Hard Rock Hallelujah (Lordi)	7%	4%	8%	5%	8%	7%	4%	3%	9%	7%	8%	12%
Fairytale (Alexander Rybak)	7%	1%	6%	2%	6%	4%	2%	3%	9%	25%	2%	12%
Save All Your Kisses for Me (Brotherhood of Man)	6%	7%	10%	2%	6%	19%	3%	13%	3%	1%	4%	3%
Heroes (Måns Zelmerlöv)	6%	4%	6%	4%	3%	3%	3%	5%	11%	1%	10%	20%
Making Your Mind Up (Bucks Fizz)	5%	9%	9%	1%	3%	26%	1%	5%	2%	0%	1%	3%
Soldi (Mahmood)	5%	1%	2%	2%	1%	2%	31%	3%	3%	1%	6%	3%
Satellite (Lena)	5%	2%	3%	1%	21%	2%	3%	1%	8%	4%	3%	4%
Arcade (Duncan Lawrence)	5%	0%	6%	1%	1%	1%	2%	31%	4%	1%	2%	1%
Ein bisschen Frieden (Nicole)	4%	2%	6%	0%	15%	1%	1%	6%	3%	2%	1%	12%
Rise Like a Phoenix (Conchita Wurst)	4%	3%	5%	4%	6%	4%	4%	3%	6%	2%	6%	3%
SCREAM (Sergey Lazarev)	4%	2%	1%	1%	1%	1%	2%	1%	4%	27%	1%	1%
Only Teardrops (Emmelie de Forest)	2%	1%	2%	1%	3%	1%	1%	5%	2%	2%	2%	4%
Other	2%	1%	4%	3%	1%	3%	1%	1%	1%	1%	3%	2%
None of these	34%	53%	23%	50%	33%	33%	29%	32%	30%	42%	29%	20%

- The findings in this report come from a Global Advisor survey conducted by Ipsos among 20,031 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey and 16-74 in 23 other markets, February 20 – March 3, 2020.
- It was carried out via the Ipsos Online Panel System in 28 markets.
- Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Mexico, Spain, Sweden, and the U.S.
- Approximately 500+ individuals were surveyed in Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, and Turkey.
- The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.
- The samples in Brazil, Chile, China (mainland), Colombia,

India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of these population.

- The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- The publication of these findings abides by local rules and regulations.