



## Press Release

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### GfK CelebrityMonitor: Seven in Ten Know C. Ronaldo

Hungary's favourite footballer is Louis Figo

**Budapest, 3<sup>rd</sup> June 2008 – According to the results of GfK Hungária's CelebrityMonitor survey, it is the Portuguese golden boot winner Cristiano Ronaldo most Hungarian Internet user adults know. However, their favourite is not him, but his fellow countryman, Louis Figo. Although only four in ten people can identify the Hungarian players playing abroad – Dzsudzsák and Huszti – they can clearly be called popular with those aware of them.**



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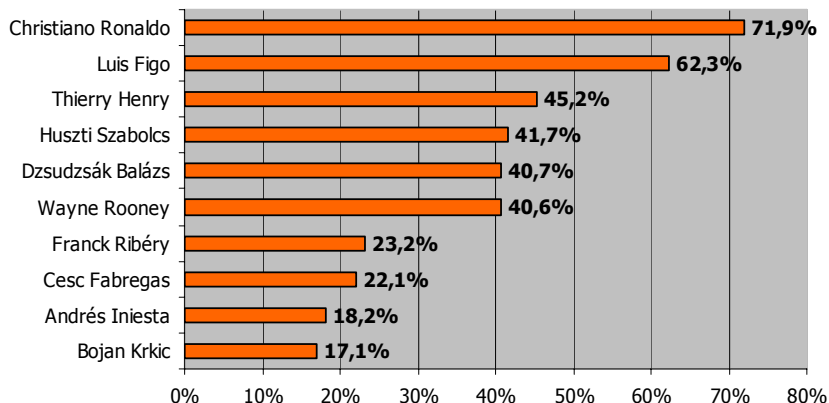
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The April questionnaire of the CelebrityMonitor survey of GfK Hungária Market Research Institute surveyed the awareness and popularity of a total of ten foreign and Hungarian footballers with the Hungarian adult Internet user community. The results show that the young Portuguese player, Cristiano Ronaldo is clearly the **best known player**. Seven in ten people know this year's golden boot winner, and his awareness is about the same among men and women. Placed second on the awareness list is Ronaldo's fellow countryman, Louis Figo, who also appeared in the commercials for one of the Hungarian mineral water brands, and whom six in ten respondents could accurately identify. As regards awareness – somewhat more behind the first two, the Frenchman, Thierry Henry is placed third: 45% of respondents know him.

An interesting fact about the survey data is that about the same number of people are aware of the Hungarian footballers playing abroad, Balázs Dzsudzsák (41%) and Szabolcs Huszti (42%) as of Henry and the favourite of the English, Wayne Rooney (41%). Twenty-three per cent of the respondent Internet users are aware of the French midfielder, a member of the German champion team, Franck Ribéry, 22% of the young Spaniard, Cesc Fabregas, 18% of the Spanish Andrés Iniesta, and 17% of the only 17 years old Spanish international, who did not play at the European Cup, Bojan Krkic.

### Awareness list of the ten surveyed footballers, April 2008

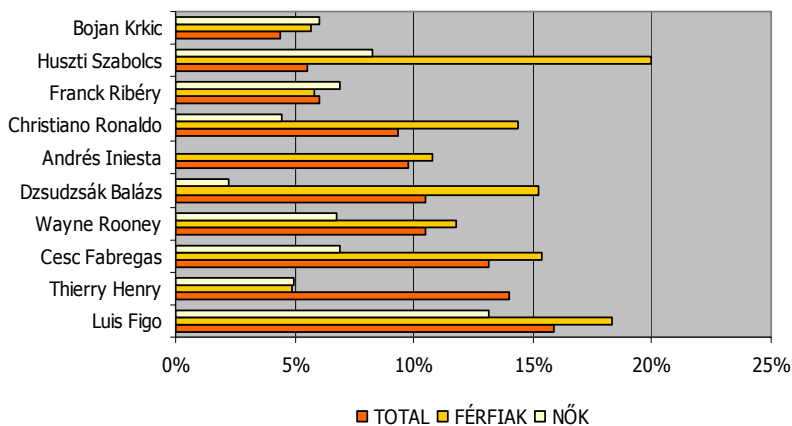


**Source: GfK Hungária, CelebrityMonitor**

However, a somewhat different picture is obtained when the *popularity* of the ten surveyed footballer is examined. Louis Figo proved to be the most popular with the Hungarian Internet user adult population – he was mentioned by about 16% of respondents as their favourite. As regards popularity, he is followed by Thierry Henry, now playing in Spain (14%) and Cesc Fabregas (13%) who is known by few people for the time being.

The popularity of players – perhaps not surprisingly – different with men and women presumably due to the criteria they use to evaluate. Szabolcs Husztai and the still little known Bojan Krkic have above the average popularity ratings both among men and women. The absolute favourite of the stronger sex is Husztai, followed by Figo, Fabregas, Dzsudzsák and C. Ronaldo. Women’s favourites are Figo, Husztai and almost neck and neck Ribéry, Fabregas and Rooney.

**Popularity of the ten players surveyed in the research with all Internet users, male and female Internet users, April 2008**



**Source: GfK Hungária, CelebrityMonitor**

The survey was conducted by GfK Hungária Market Research Institute.

**About the Research**

Keeping in view the fast development of Hungary’s Internet penetration, GfK Hungária Market Research Institute has been paying special attention to the introduction and popularisation of researches through the Internet since 2005. Within the framework of GfK’s CelebrityMonitor research, the Market Research Institute surveys the opinions of 400 respondents aged 14+ with access to the Internet about the awareness, popularity of 80 Hungarian and foreign celebrities, in every case showing a picture and the name of the given celebrity. The fieldwork has been conducted through the Internet continuously since May 2006 with monthly regularity.

**GfK Group**

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