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### 90% of Swiss looking forward to UEFA EURO 2008™

There are exactly 816 days to go until the opening UEFA EURO 2008™ match kicks off in Basle. According to a survey conducted by Rütter+Partner in cooperation with Berne university's leisure and tourism research institute, some 90% of the Swiss population think the event being hosted jointly by Switzerland and Austria is a good thing. Only 11% claimed to have heard nothing about it. This figure was slightly higher in French-speaking Switzerland, where 20% of those questioned were unaware of it.

The majority of the population, some 86%, are of the opinion that UEFA EURO 2008™ is a good opportunity for Switzerland to promote itself abroad, a view held by the French-speaking regions in particular.

88% believe that the European Football Championship is stimulating young people's interest in football and also contributing to the promotion of sport in general.

86% think that UEFA EURO 2008™ will be a success in sporting terms.

On the cost-benefit front, 54% of those questioned were confident that the world's third-largest sports event would have a positive bottom-line benefit, while 41% disagreed with this view.

In Basle, 51% of the population would like to attend a match, an interest expressed by 54% in Berne, 44% in Zurich and 42% in Geneva.

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