

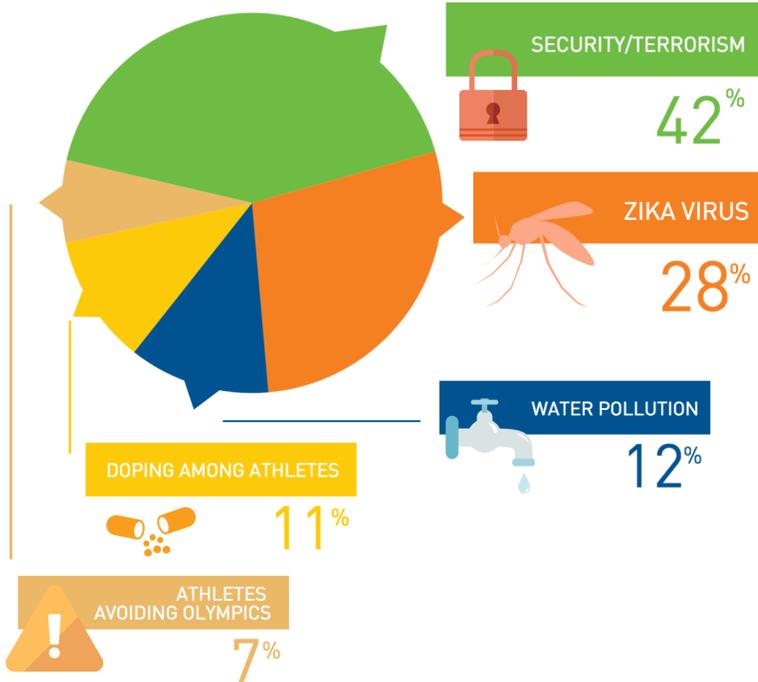
70% OF AMERICANS PLAN TO WATCH THE 2016 SUMMER OLYMPICS



84% Are aware the Summer Olympics are in Rio, Brazil

11% Had no idea where it was taking place

WHICH PROBLEM BELOW WILL END UP BEING MOST SIGNIFICANT CONCERN OF THE GAMES?



NEW LOCATIONS

Although host cities usually end up with major financial problems, Americans want to see Summer Olympics continue moving locations every four years

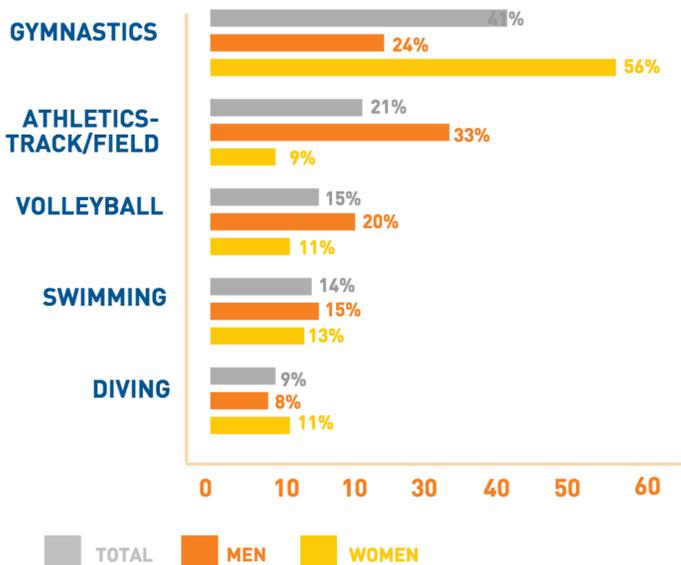
NEW LOCATION EVERY 4 YEARS

83%

ALWAYS HAVE SAME LOCATION

17%

GENDERS VARY ON SPORTS THEY'D MOST LIKE TO WATCH IN PERSON:



OVER HALF OF AMERICANS WOULD BE HAPPY TO SEE WATER SKIING ADDED TO SUMMER GAMES

WHICH OF FOLLOWING SPORTS WOULD BE HAPPY TO SEE ADDED TO SUMMER GAMES?



54%

WATER SKIING



32%

WIND SURFING



20%

PADDLE BOARDING



19%

FISHING



13%

CROQUET



Want more information about what Americans are looking forward to with the 2016 Summer Olympics? Contact us at NAOmni@Ipsos-NA.com for more detailed data or go to <http://www.ipsos-na.com/products-tools/omnibus/> for more information about other omnibus tools. Data for this infographic were generated by an Ipsos eNation online omnibus survey of 1,005 Americans conducted July 25-26, 2016.