



Ipsos Goes to PyeongChang, South Korea:

2018 Winter Olympics

FEBRUARY 9, 2018

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Methodology

These are the findings of **Ipsos Global @dvisor** an Ipsos survey conducted between **December 29th, 2017 and January 12th, 2018**.

The survey instrument is conducted monthly in 27 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Belgium, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, Turkey, Hungary, Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Spain, United States, Peru, Chile, Malaysia and Serbia.

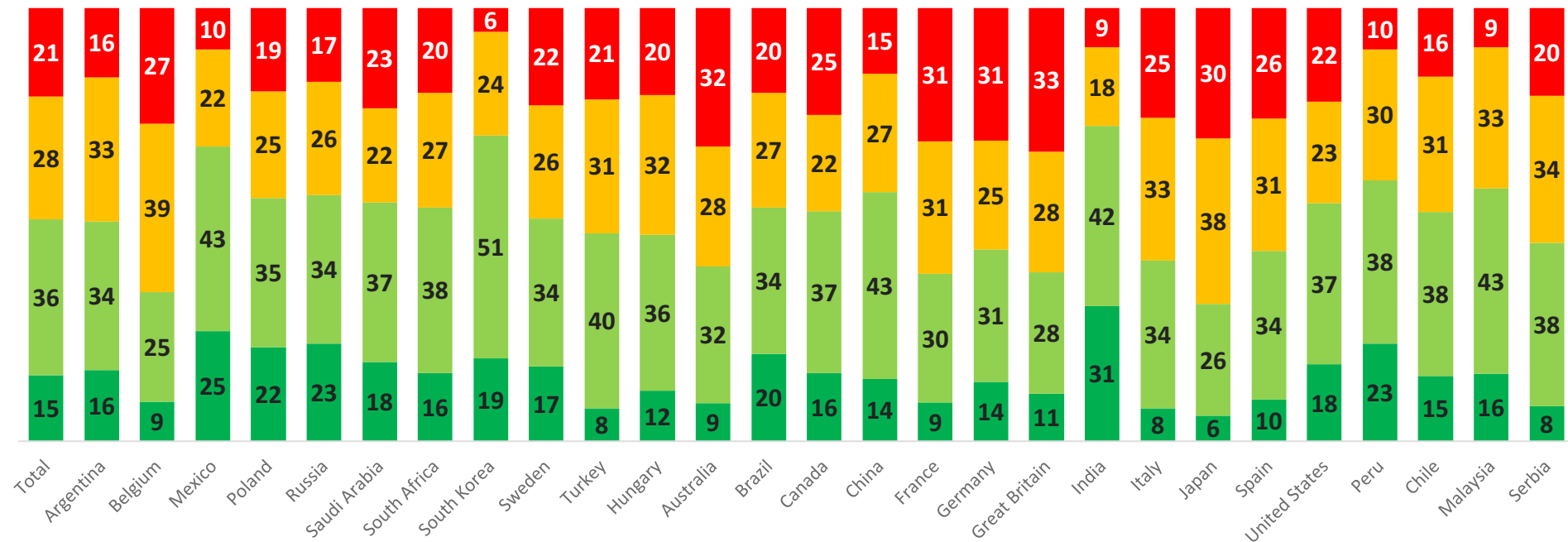
For the results of the survey presented herein, an international sample of 20,574 adults aged 18-64 in the US, Israel and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Belgium, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden Turkey, Hungary, Peru, Chile, Malaysia, and Serbia where each have a sample approximately 500+.

Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Interest in Watching the Olympics

Q1: How interested are you in the 2018 Winter Olympic Games in PyeongChang, South Korea?

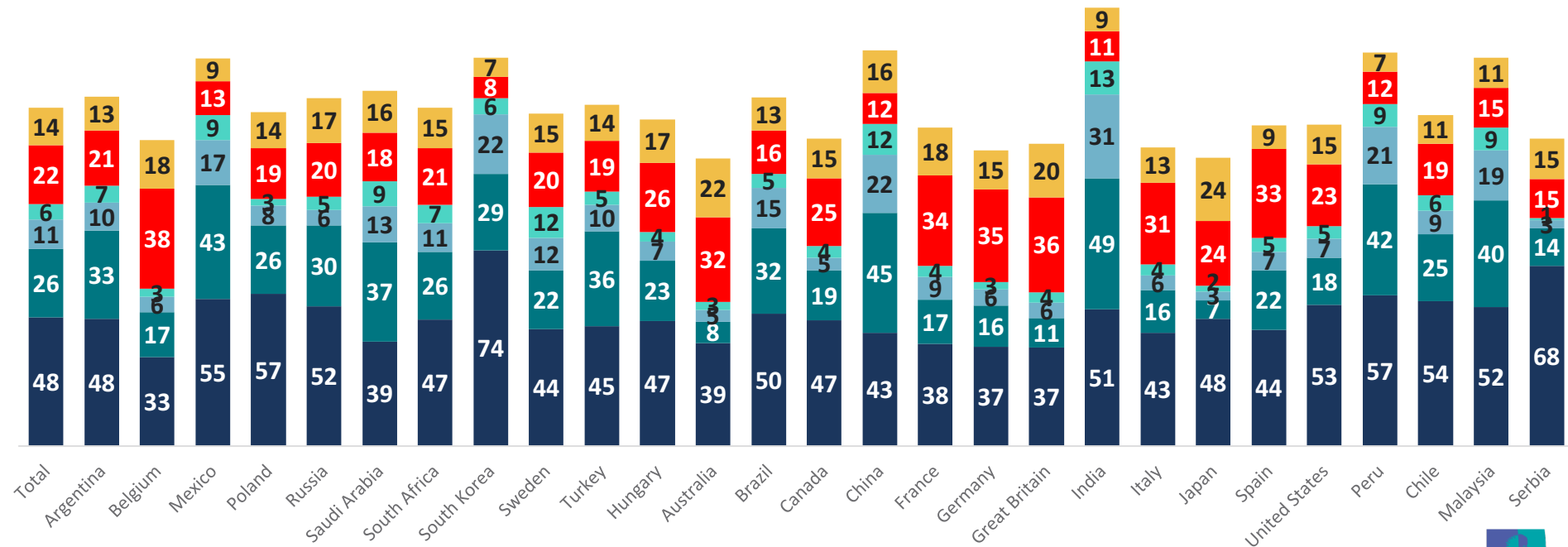
Very interested Somewhat interested Not very interested Not at all interested



Olympic Viewing Habits

Q2. Do you plan to watch any part of the 2018 Winter Olympics this year, and if so, on which platform?

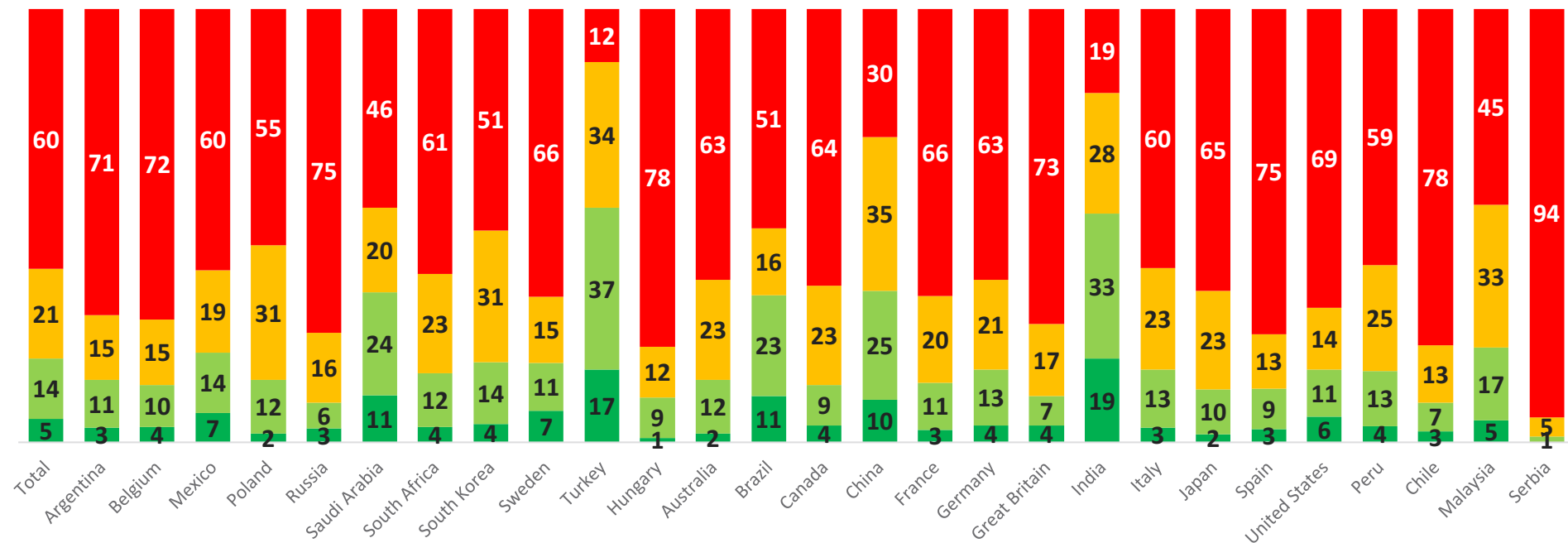
- Yes - on a television set
- Yes - on the Internet
- Yes - on a mobile device
- Yes - on a tablet device such as an iPad
- I do not plan to watch the Olympics this year
- I have not decided yet if I plan to watch the Olympics this year



Interest in Watching the Olympics

Q3: To what extent do you agree or disagree with the following statements about the 2018 Winter Olympics being held in PyeongChang, South Korea: - I will miss work to watch the Olympics

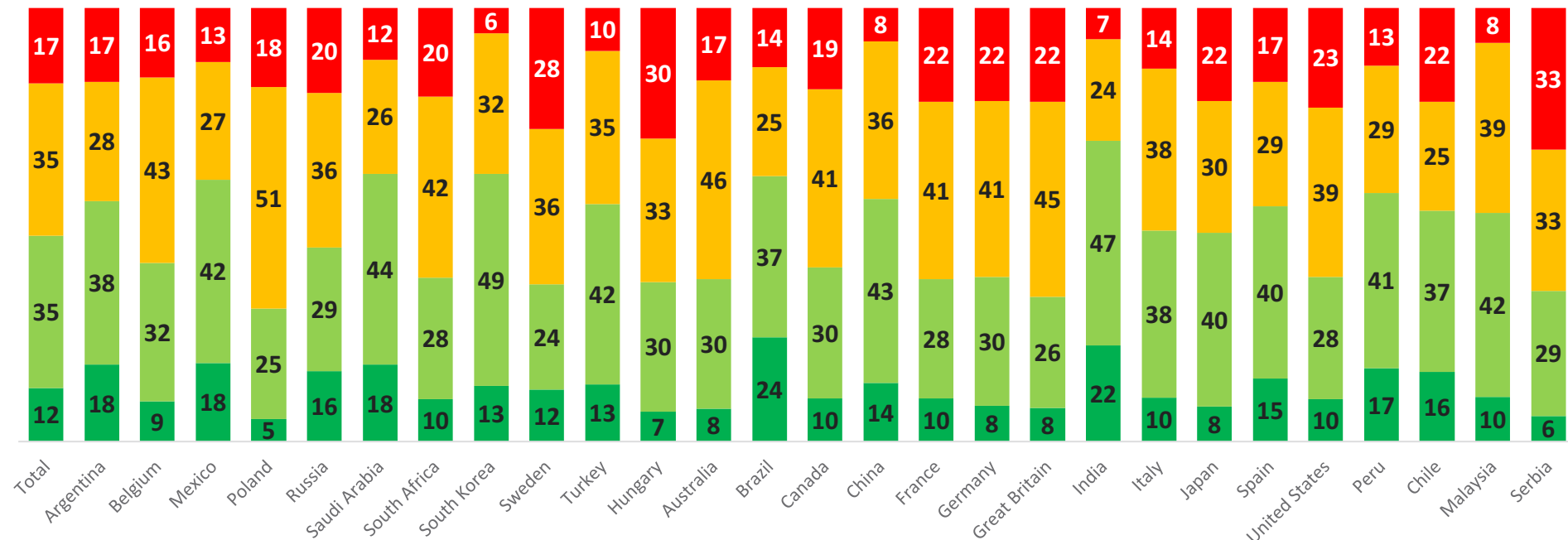
Strongly agree Somewhat agree Somewhat disagree Strongly disagree



Nationalism at the Games

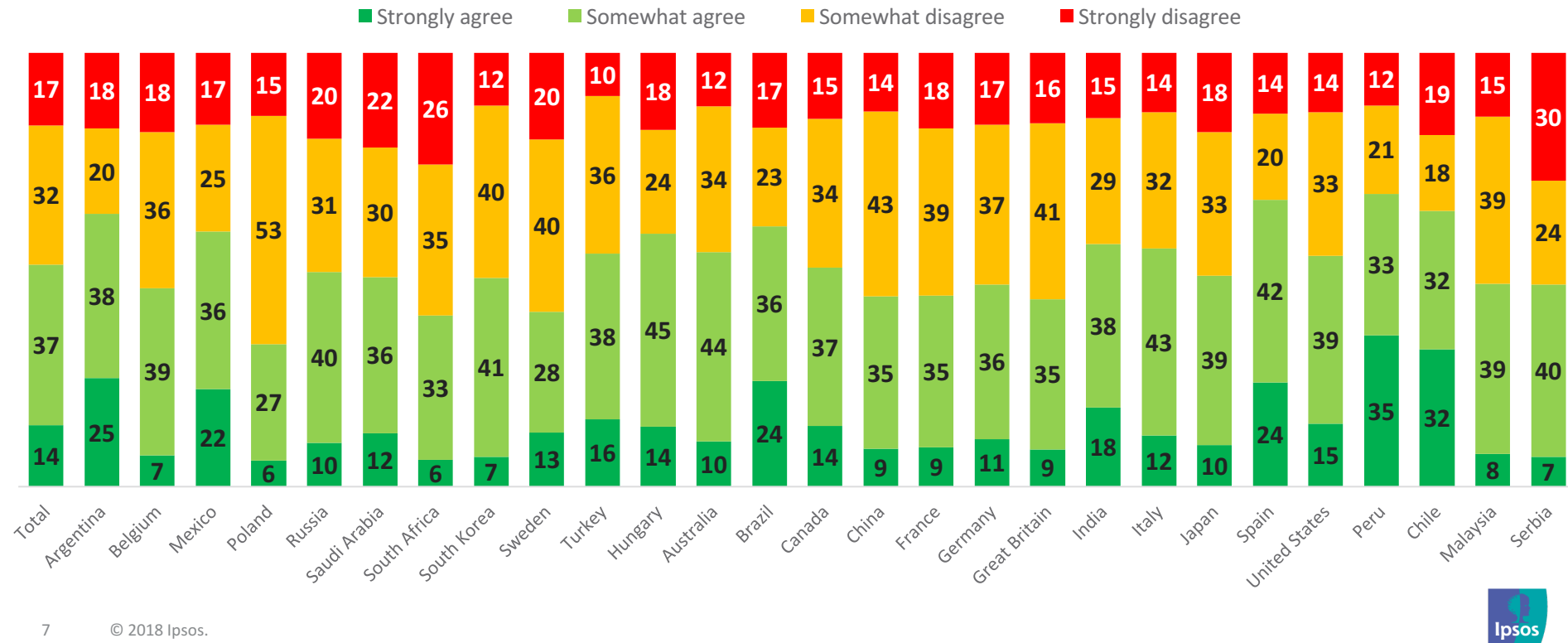
Q3: To what extent do you agree or disagree with the following statements about the 2018 Winter Olympics being held in PyeongChang, South Korea: - There is too much nationalism on display during the Olympics

Strongly agree Somewhat agree Somewhat disagree Strongly disagree



Terrorism at the Games

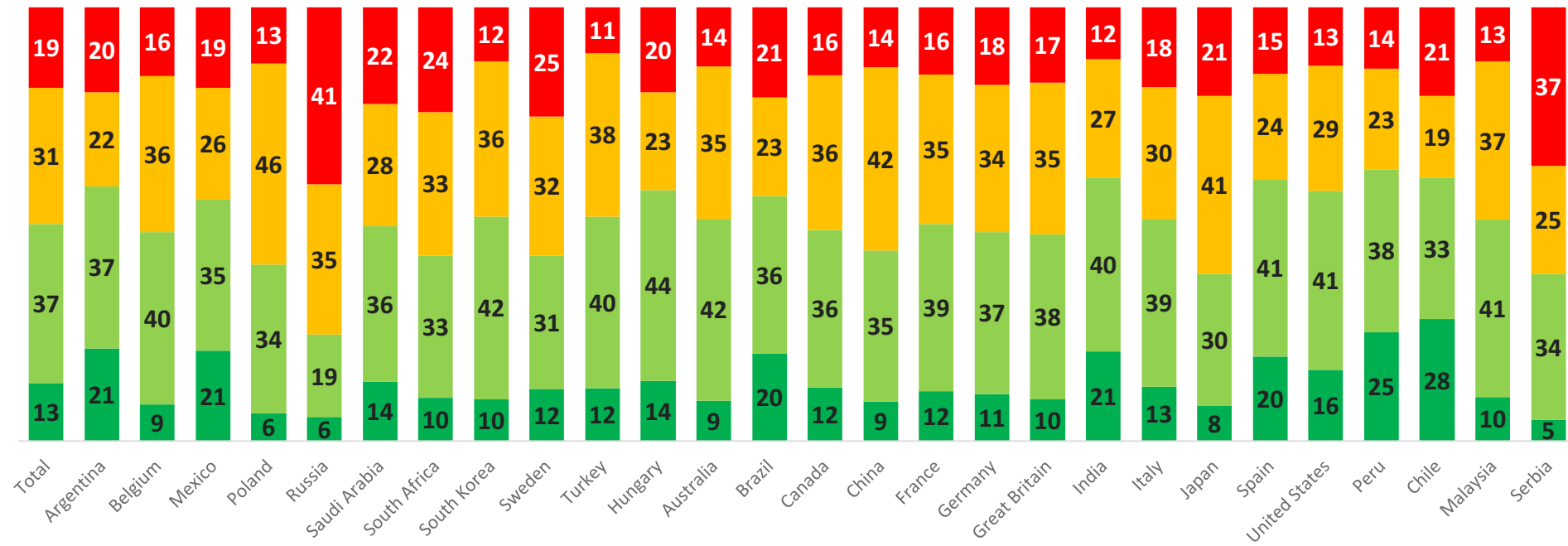
Q3: To what extent do you agree or disagree with the following statements about the 2018 Winter Olympics being held in PyeongChang, South Korea: - I am worried that a terrorist attack will happen during the Olympic Games.



North Korea Tensions at the Games

Q3: To what extent do you agree or disagree with the following statements about the 2018 Winter Olympics being held in PyeongChang, South Korea: - I am worried that North Korea will do something provocative during the Olympic Games.

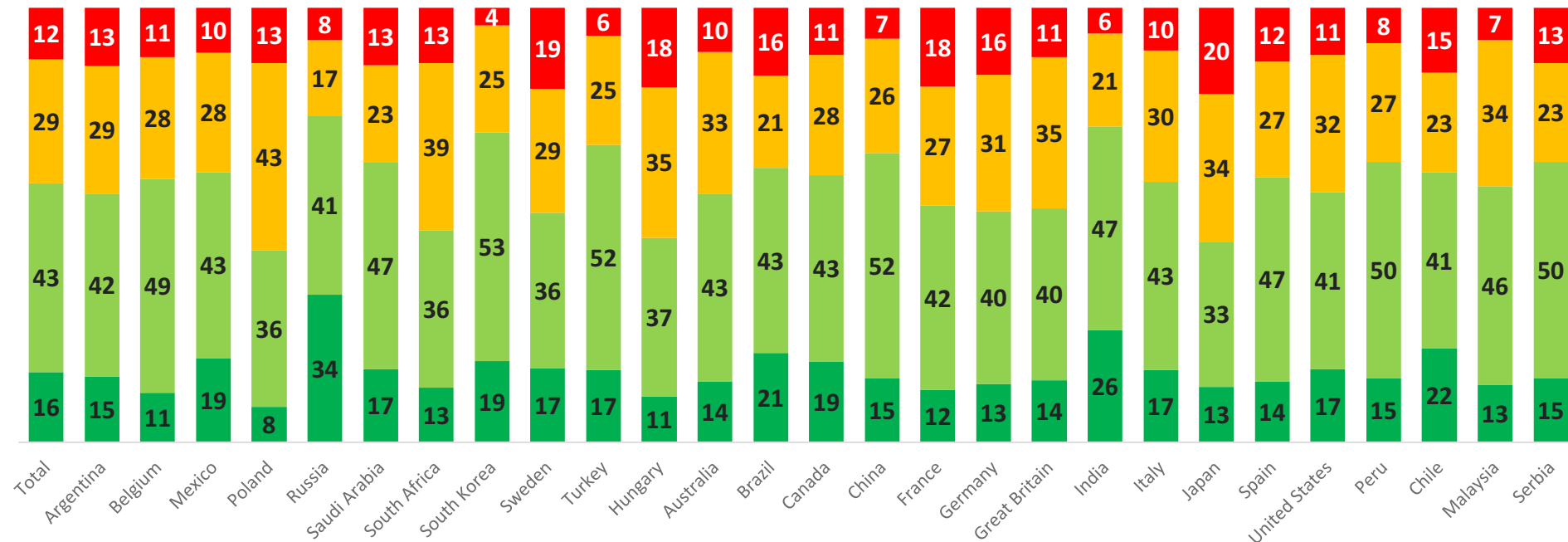
Strongly agree Somewhat agree Somewhat disagree Strongly disagree



Corporate Sponsorship at the Games

Q3: To what extent do you agree or disagree with the following statements about the 2018 Winter Olympics being held in PyeongChang, South Korea: - Corporate sponsorship has made the Olympics too corporatized.

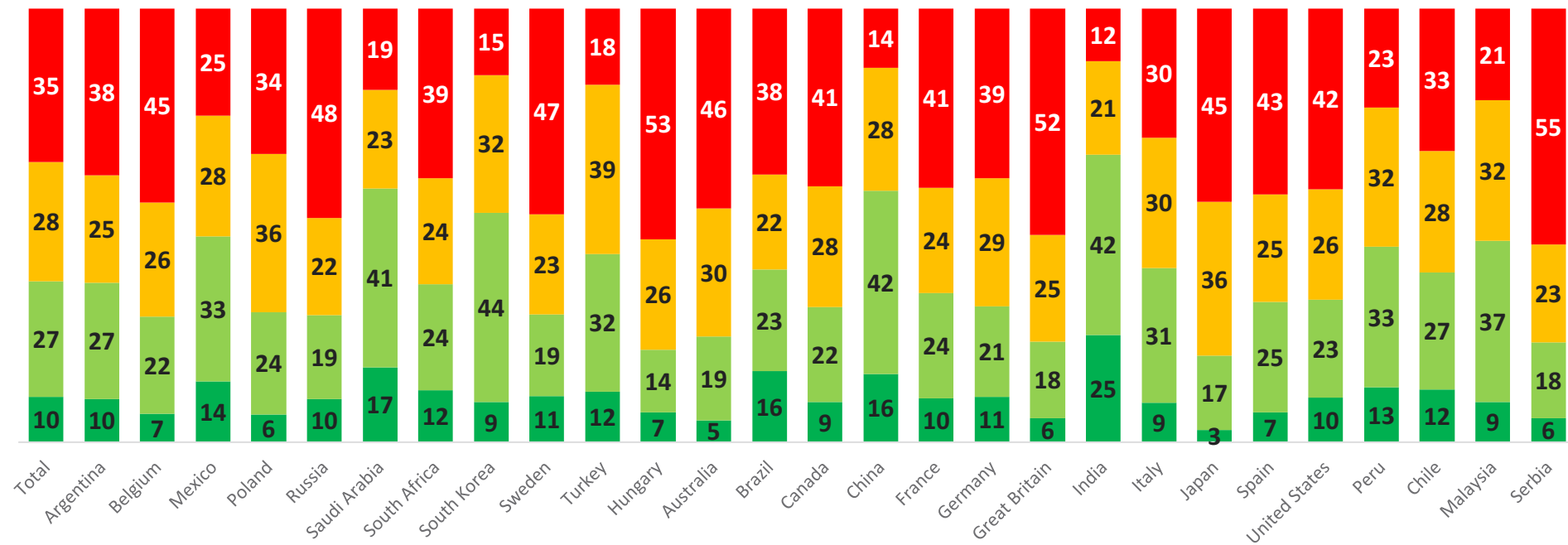
Strongly agree Somewhat agree Somewhat disagree Strongly disagree



Fanatics of the Games

Q3: To what extent do you agree or disagree with the following statements about the 2018 Winter Olympics being held in PyeongChang, South Korea: - I am an absolute fanatic when the Olympics take place- I follow it as much as I can for the sports I'm interested in.

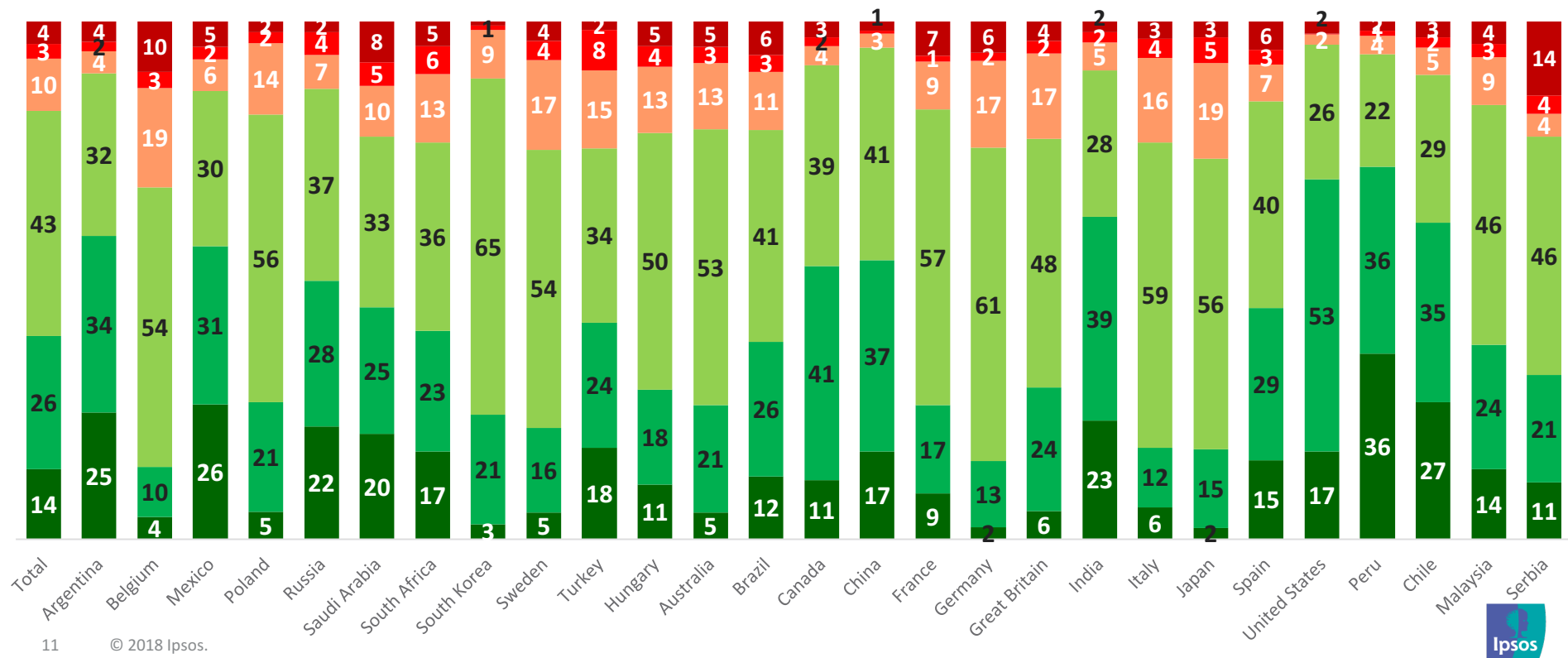
Strongly agree Somewhat agree Somewhat disagree Strongly disagree



Expectations of Winning Medals

Q4: Generally, in terms of the medal performance of the athletes sent to the Olympics from..., I expect them to perform...

■ Remarkably well
■ Very well
■ Somewhat well
■ Somewhat poorly
■ Very poorly
■ Not win any medals



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