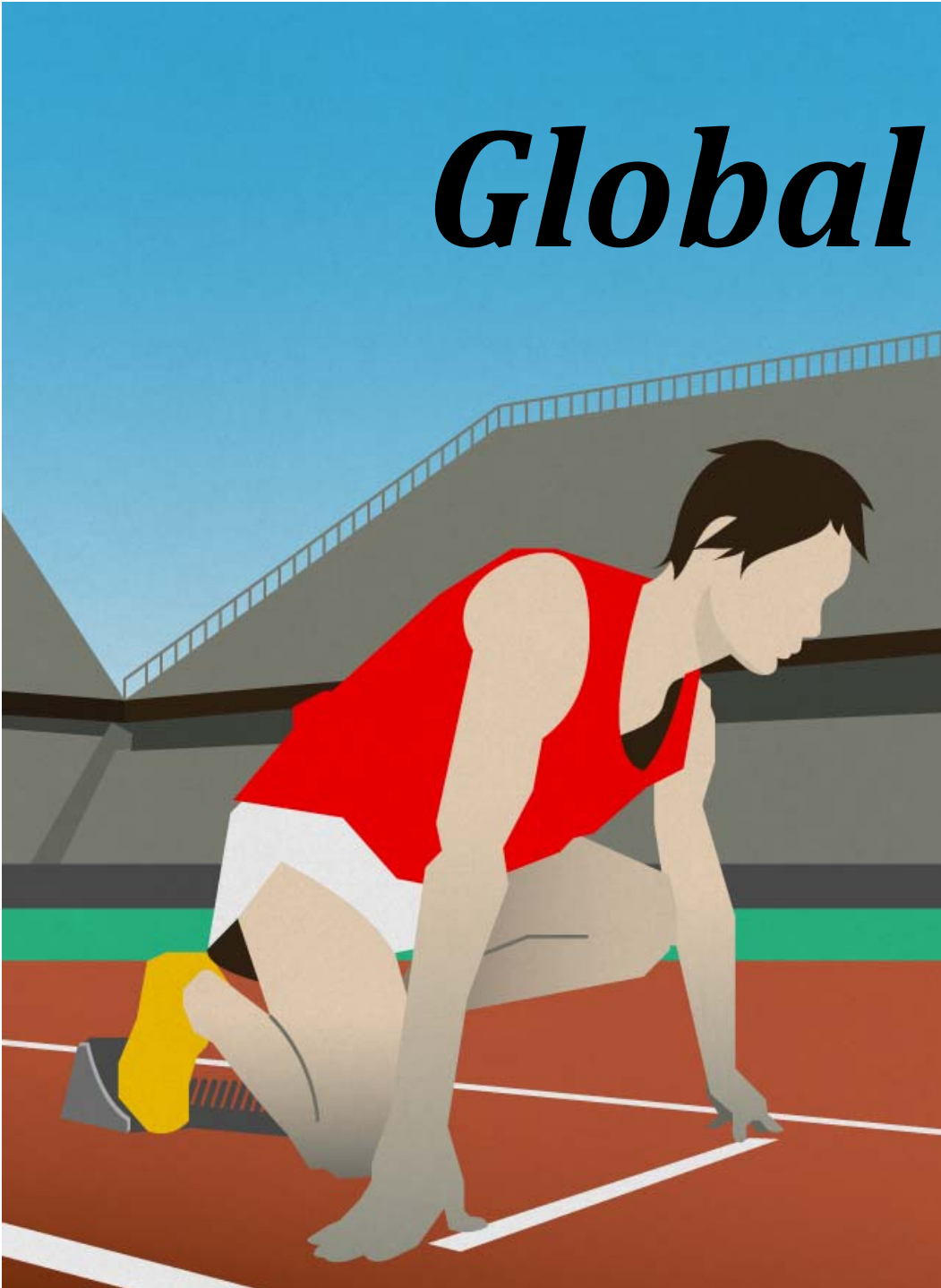


Global @dvisor

2012 SUMMER OLYMPICS in LONDON

Citizens in 24 Countries Assess
the Olympics Games for a Total
Global Perspective

A Global @dvisory – July 2012 – G@34
OLYMPICS



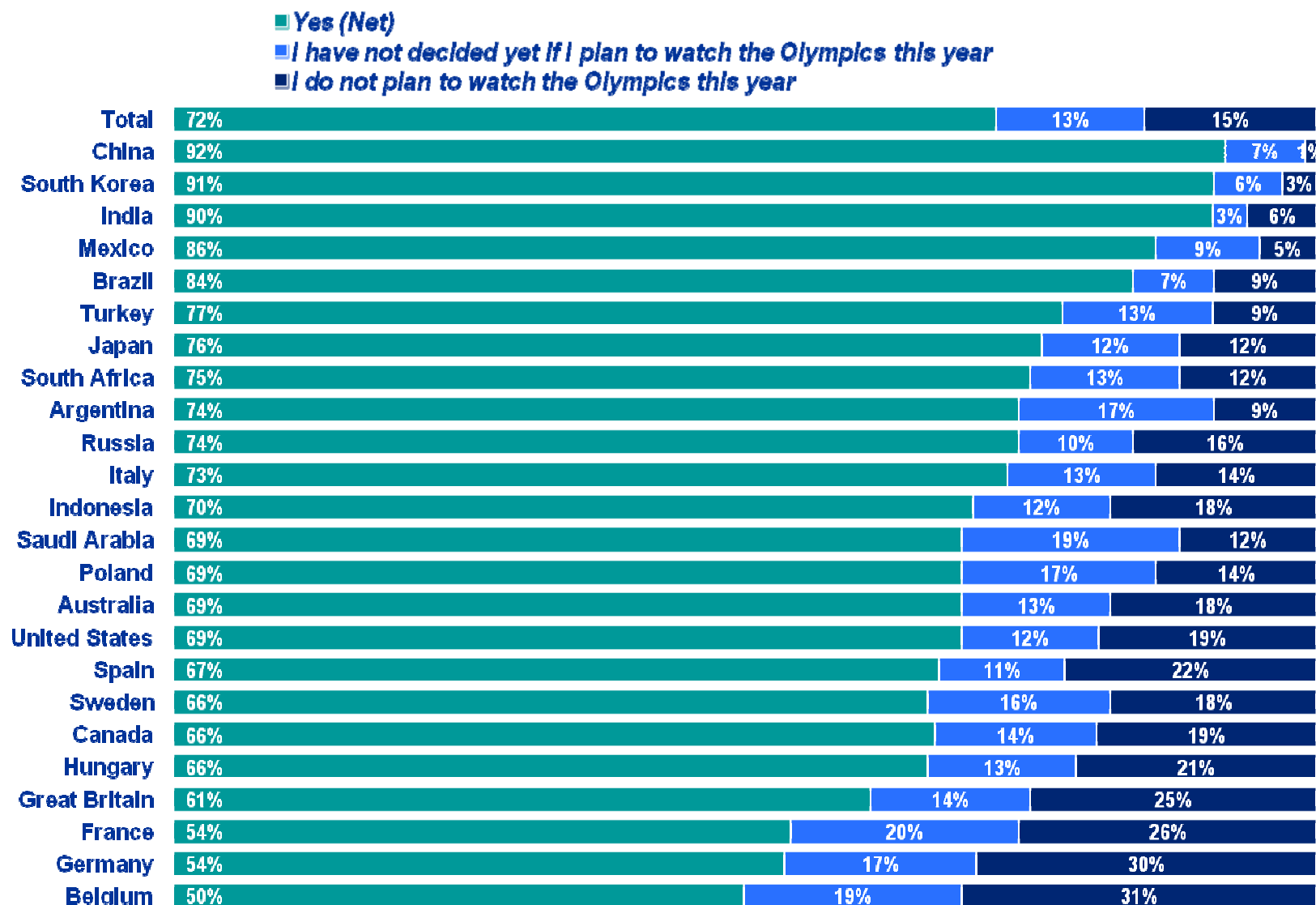


These are the findings of the *Global @dvisor* Wave 34 (G@34),
an Ipsos survey conducted between June 5th and June 19th, 2012.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none">The survey instrument is conducted monthly in 24 core countries around the world via the Ipsos Online Panel system.	<ul style="list-style-type: none">The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.	<ul style="list-style-type: none">For the results of the survey an international sample of 18,623 adults aged 18-64 in the US 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, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. In China, India and South Africa the samples are slightly more educated and have a higher household income compared to the average citizen.	<ul style="list-style-type: none">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.



Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?

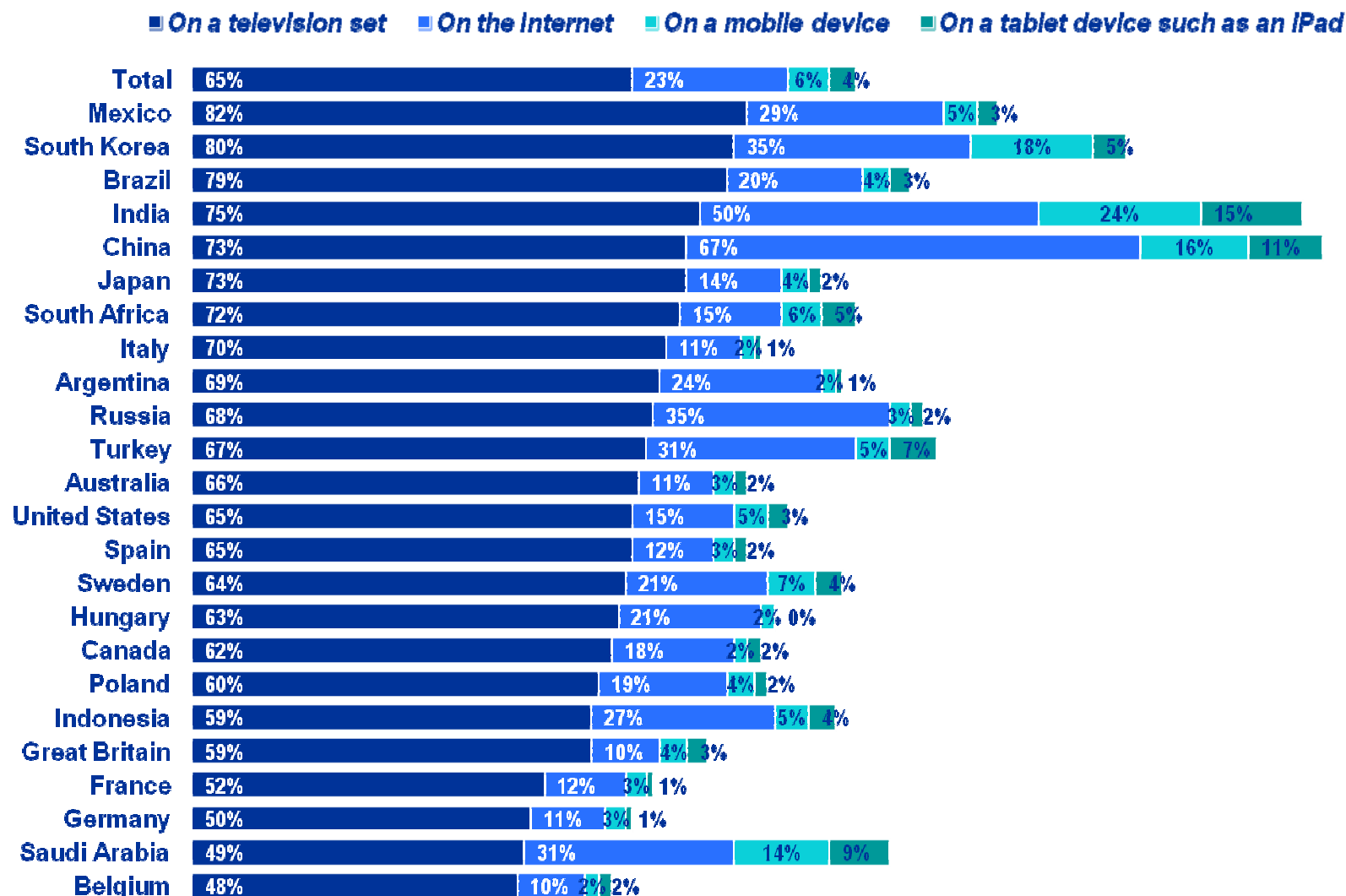


Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?
[SELECT ALL THAT APPLY]

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OLYMPICS



Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, **on which platform?**

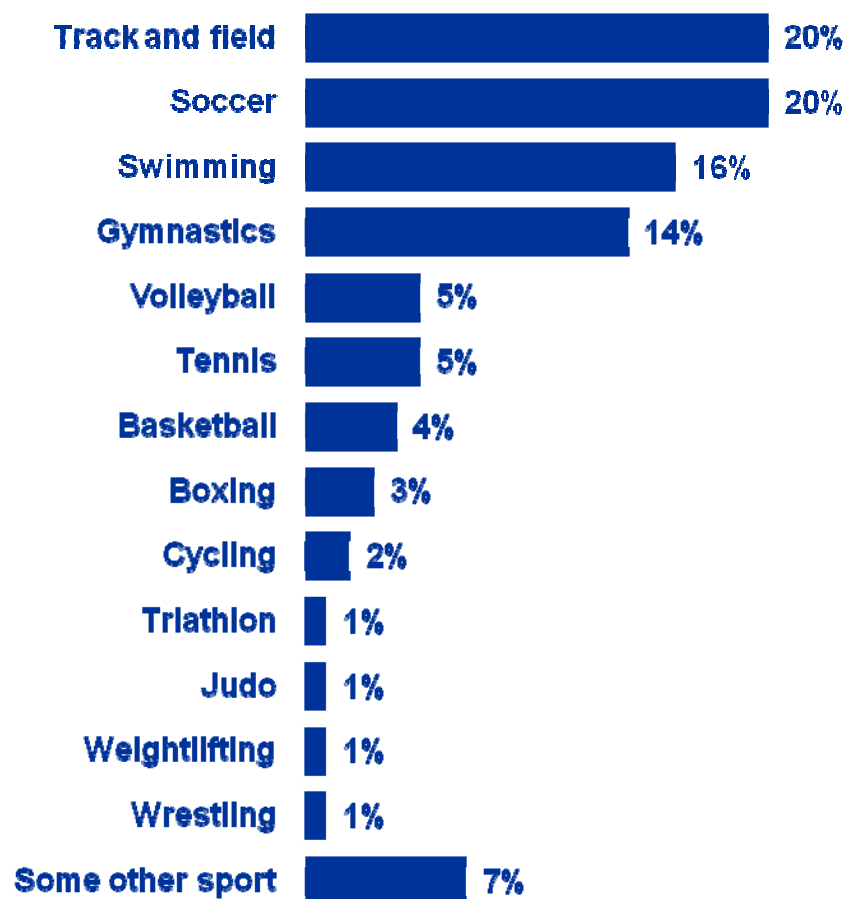


Do you plan to watch any part of the 2012 Summer Olympics this year, and if so, on which platform?
[SELECT ALL THAT APPLY]

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OLYMPICS

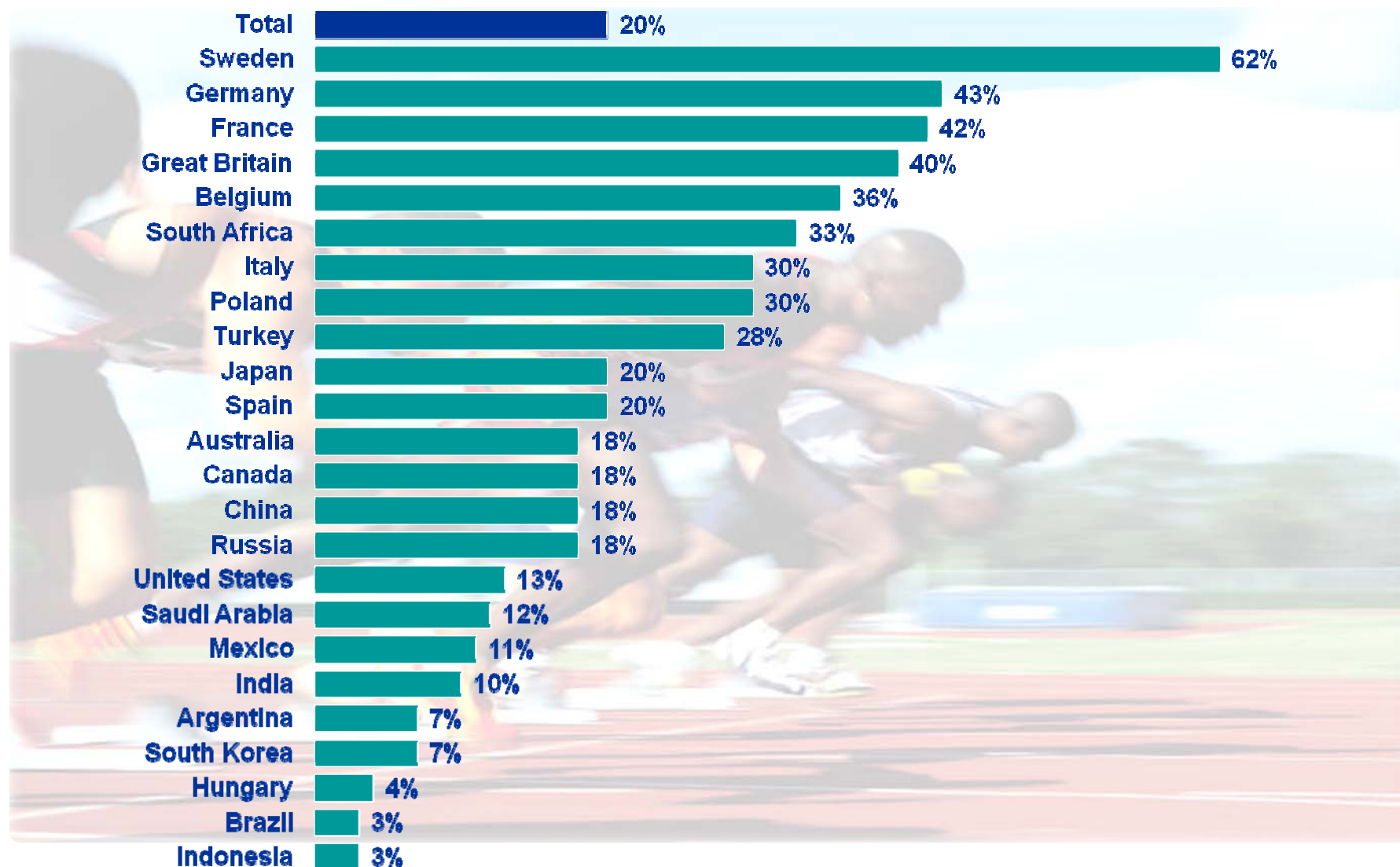


Which sport will you follow most closely in this year's summer Olympic games?



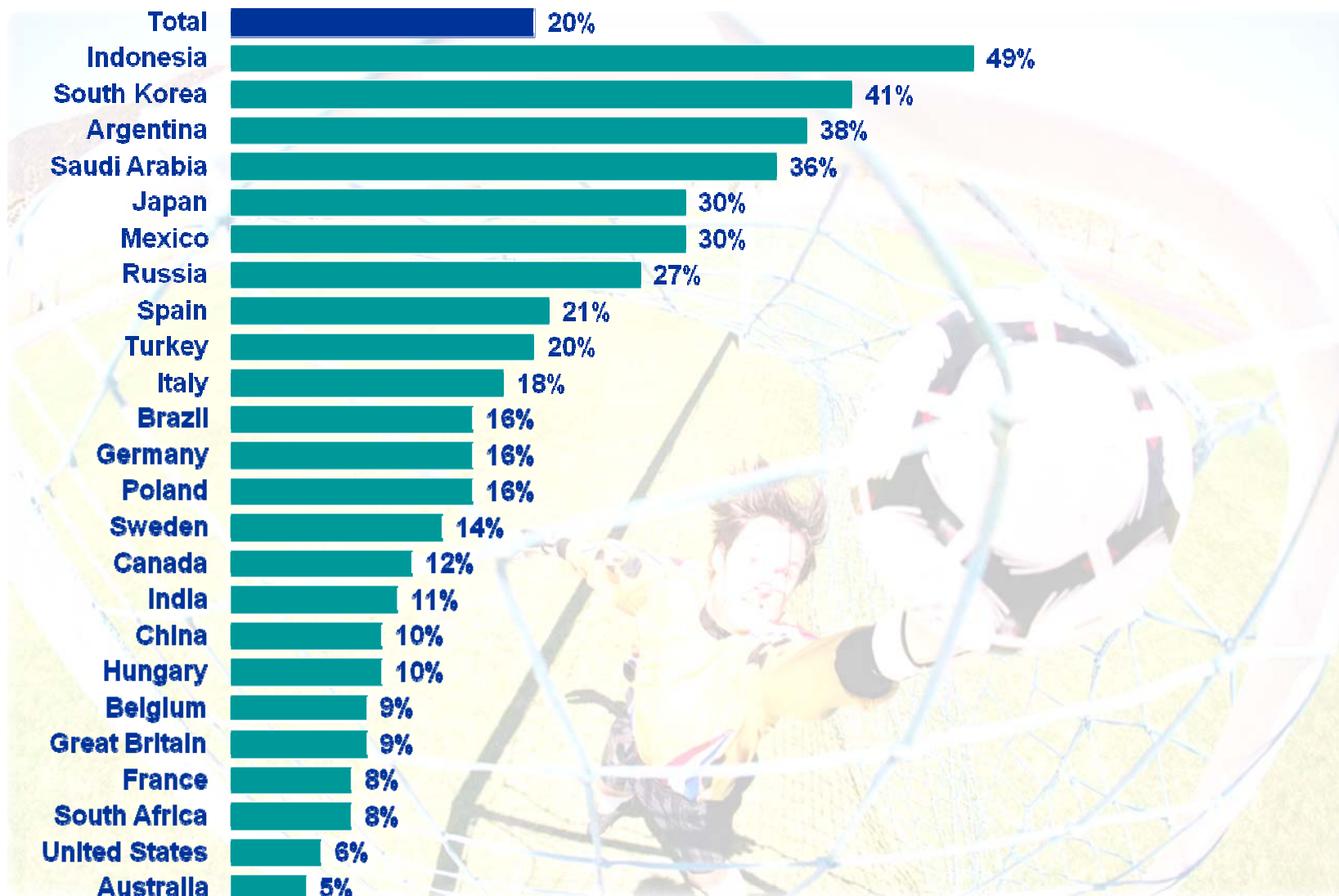
Which sport will you follow most closely in this year's summer Olympic games ...
Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Track and Field



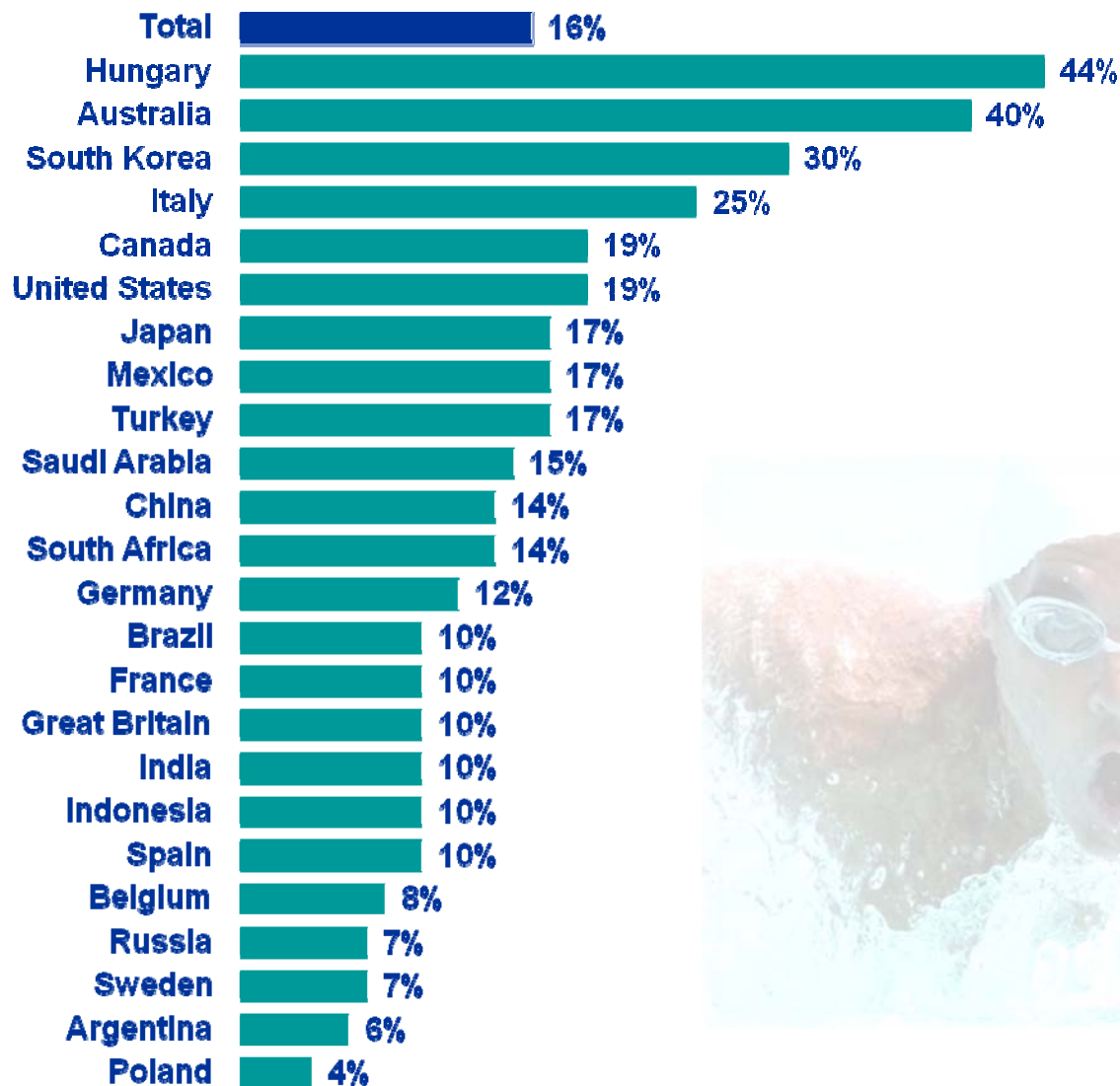
Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Soccer



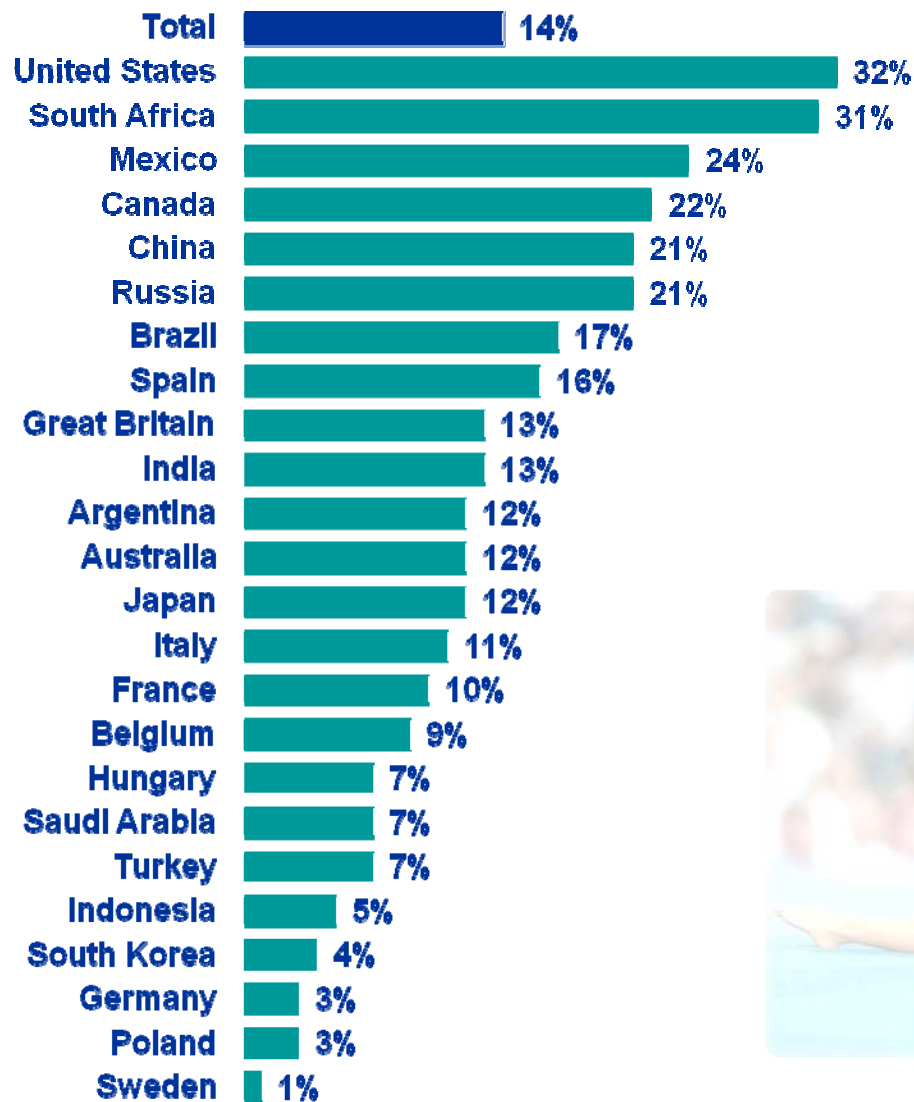
Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Swimming



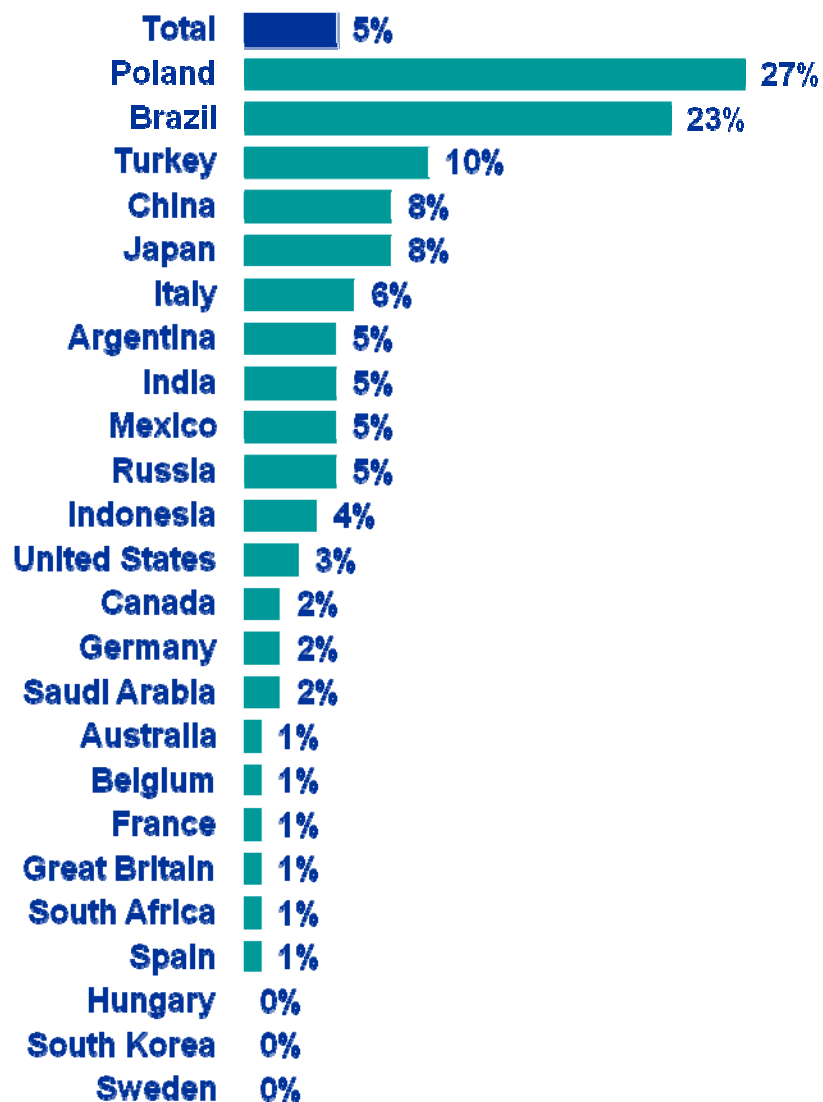
Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Gymnastics



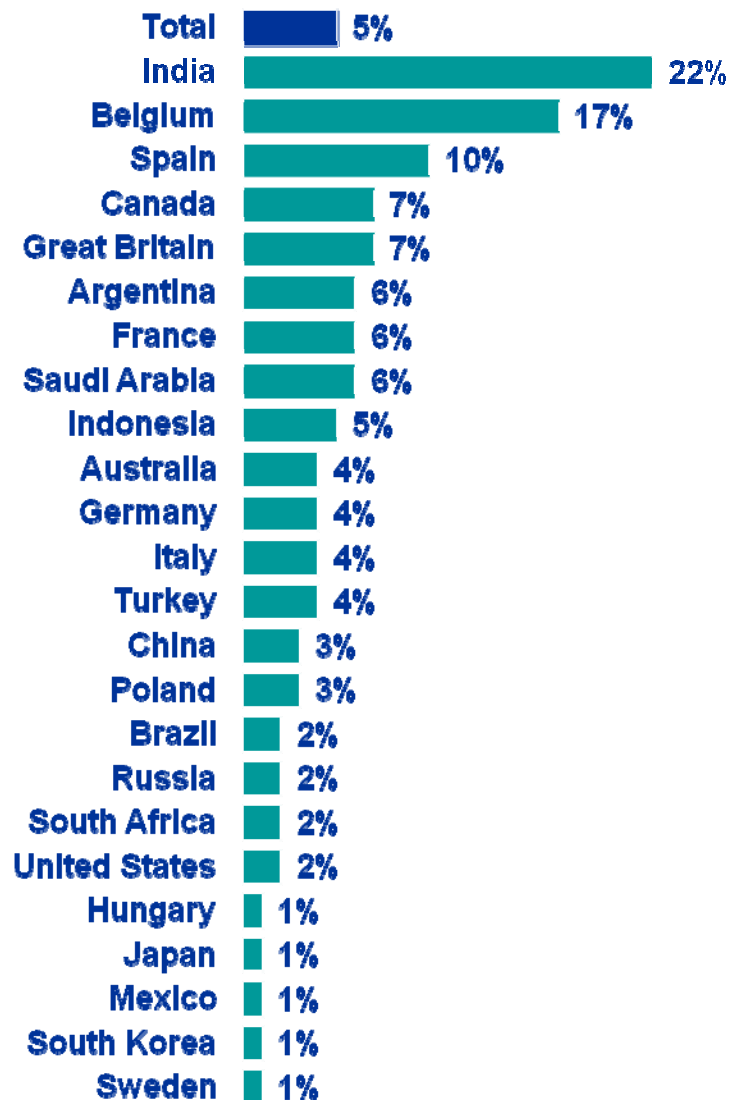
Which sport will you follow most closely in this year's summer Olympic games ...
Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Volleyball



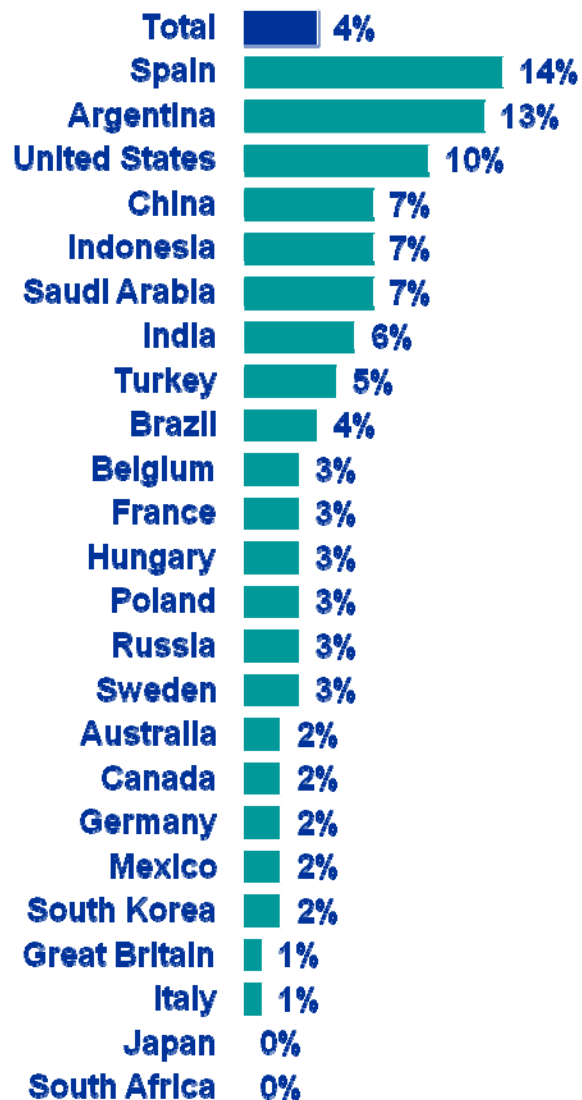
Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Tennis



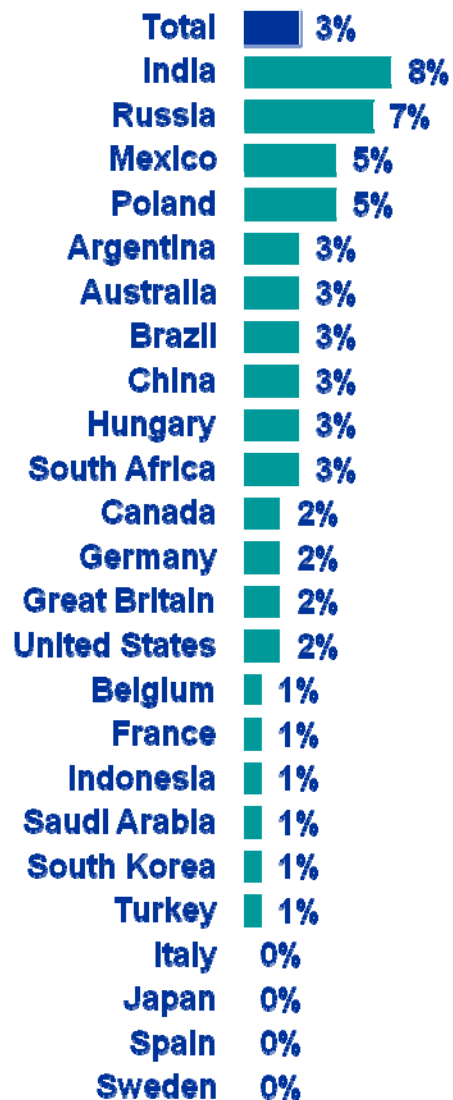
Which sport will you follow most closely in this year's summer Olympic games ...
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Basketball



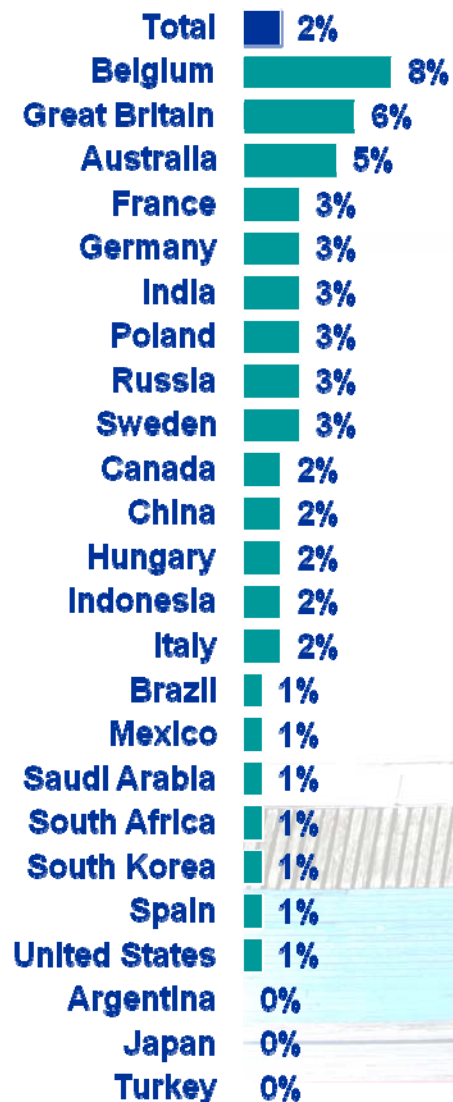
Which sport will you follow most closely in this year's summer Olympic games ...
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Boxing



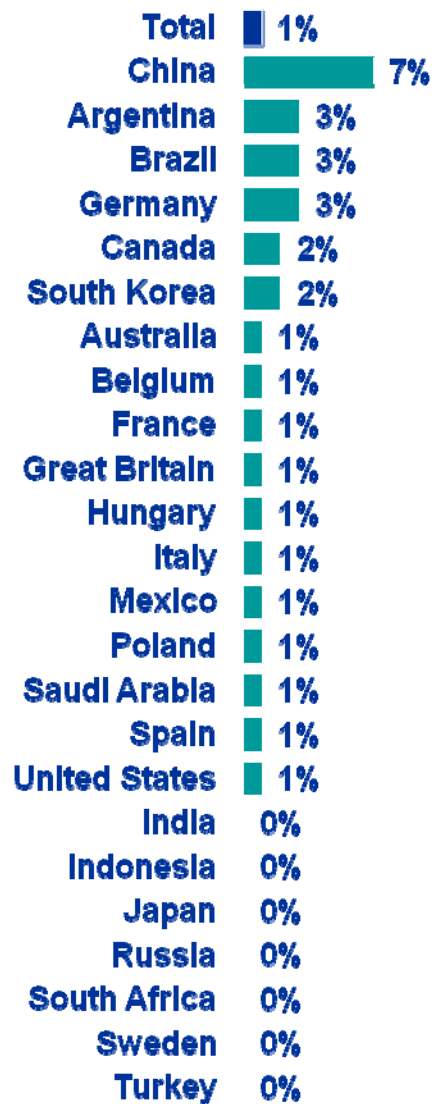
Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Cycling



Which sport will you follow most closely in this year's summer Olympic games ...
Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Triathlon



Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

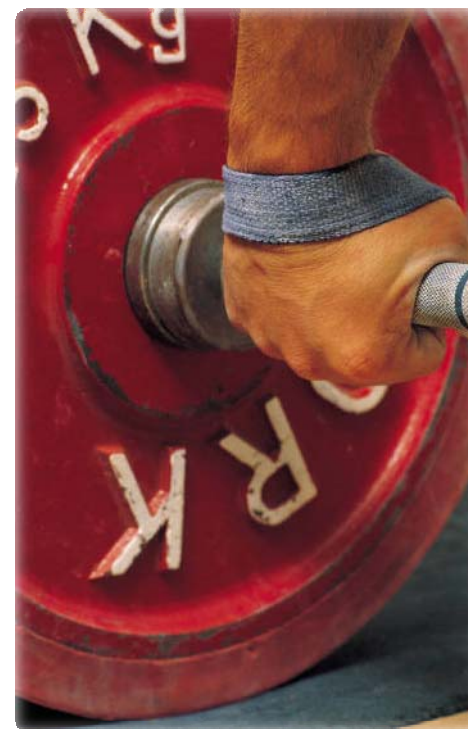
Judo



Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Weightlifting

Total	1%
India	3%
Turkey	3%
China	2%
Hungary	2%
Saudi Arabia	2%
South Korea	2%
Australia	1%
Canada	1%
Germany	1%
Great Britain	1%
Mexico	1%
Poland	1%
South Africa	1%
United States	1%
Argentina	0%
Belgium	0%
France	0%
Indonesia	0%
Russia	0%
Spain	0%
Brazil	N/A
Italy	N/A
Japan	N/A
Sweden	N/A



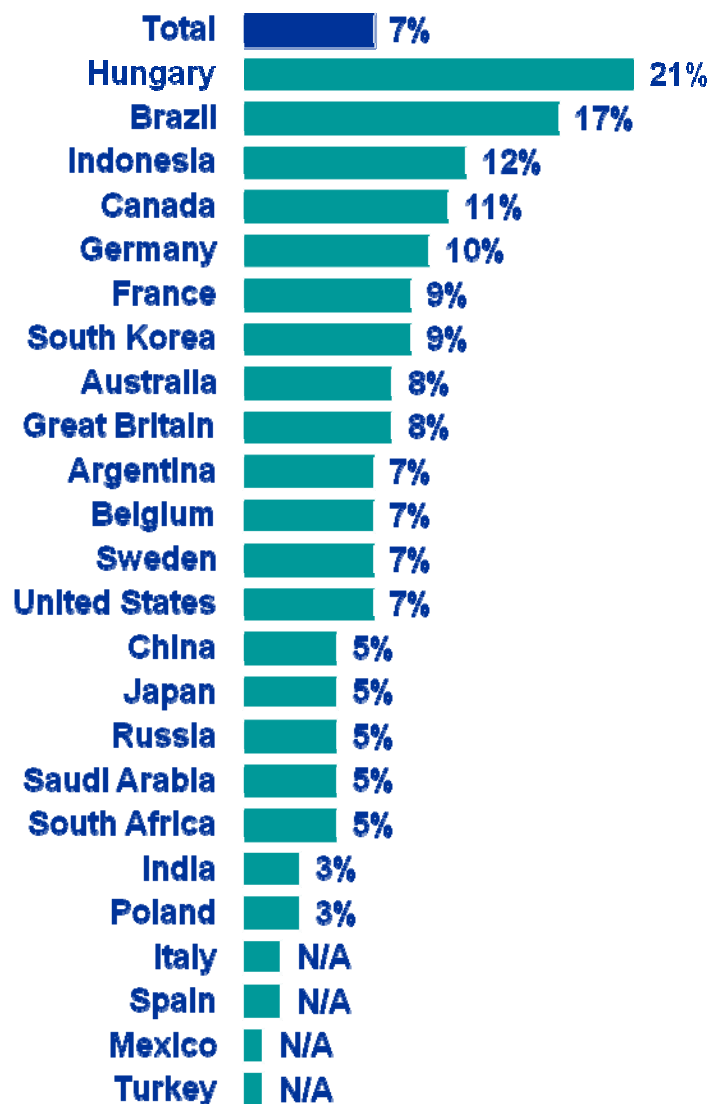
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Wrestling



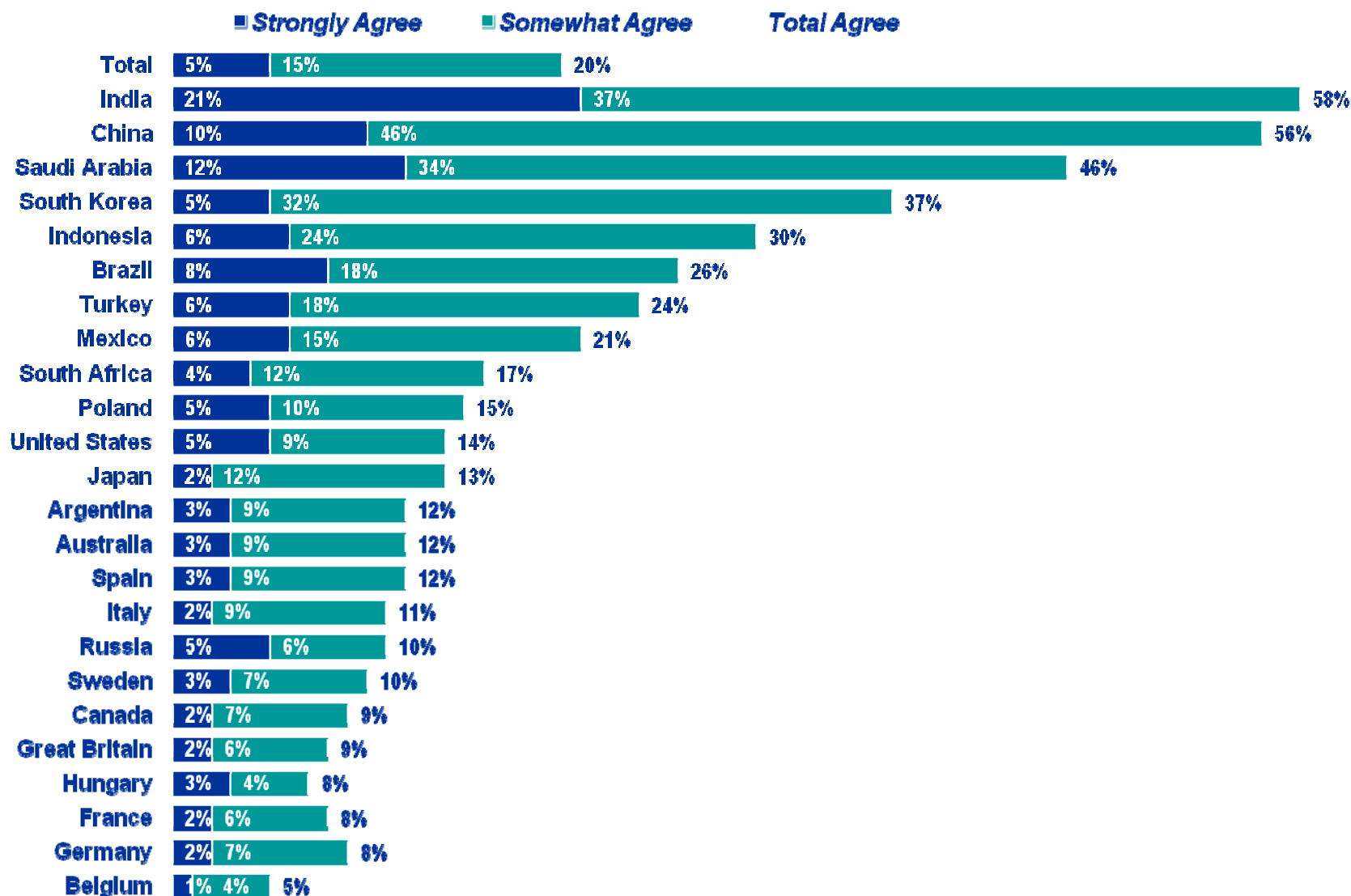
Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

Some Other Sport



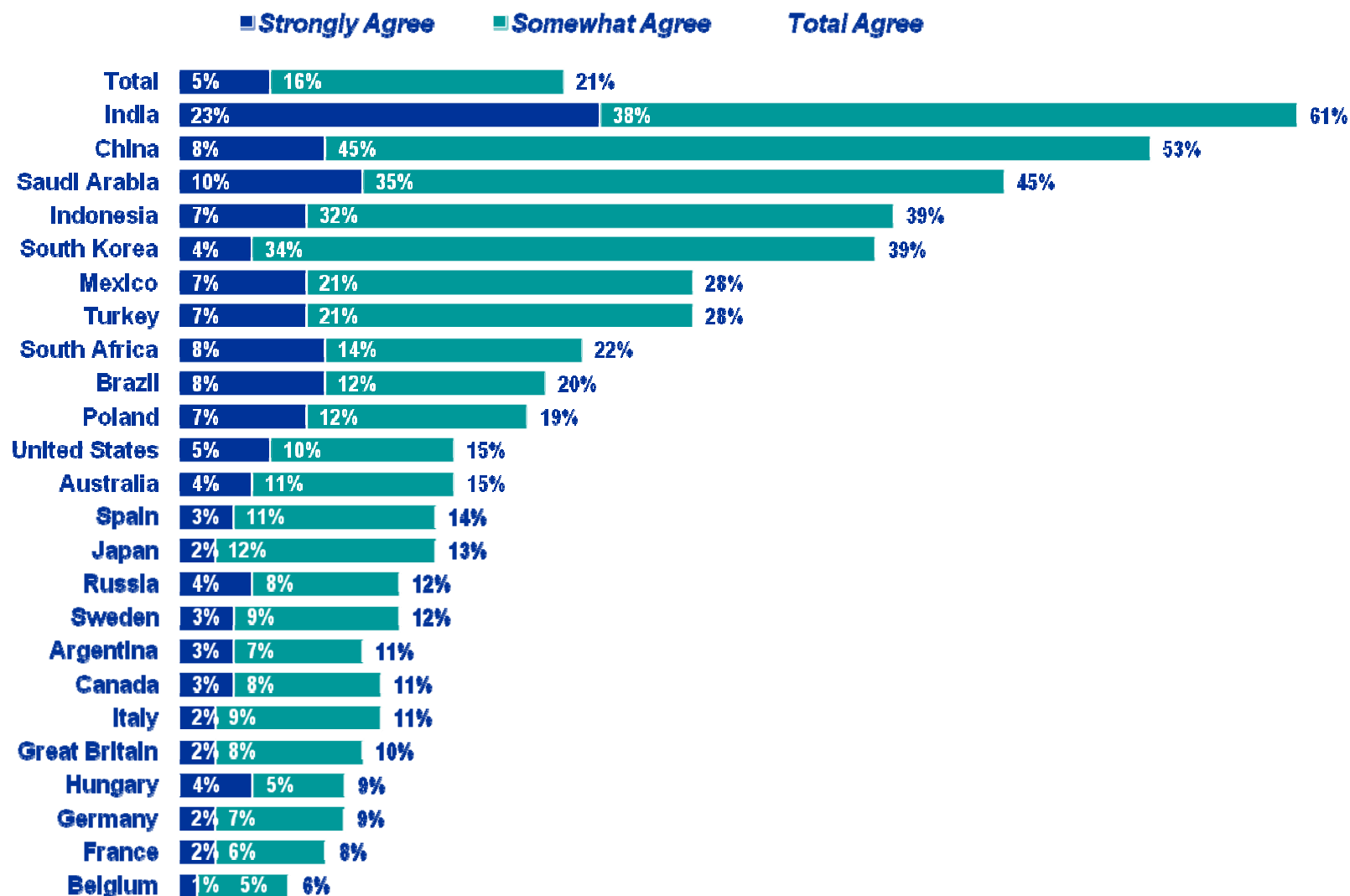
Which sport will you follow most closely in this year's summer Olympic games ...
 Base: Respondents who are interested in In The 2012 Summer Olympic Games n=11797

I will download a mobile app in order to watch the Games live



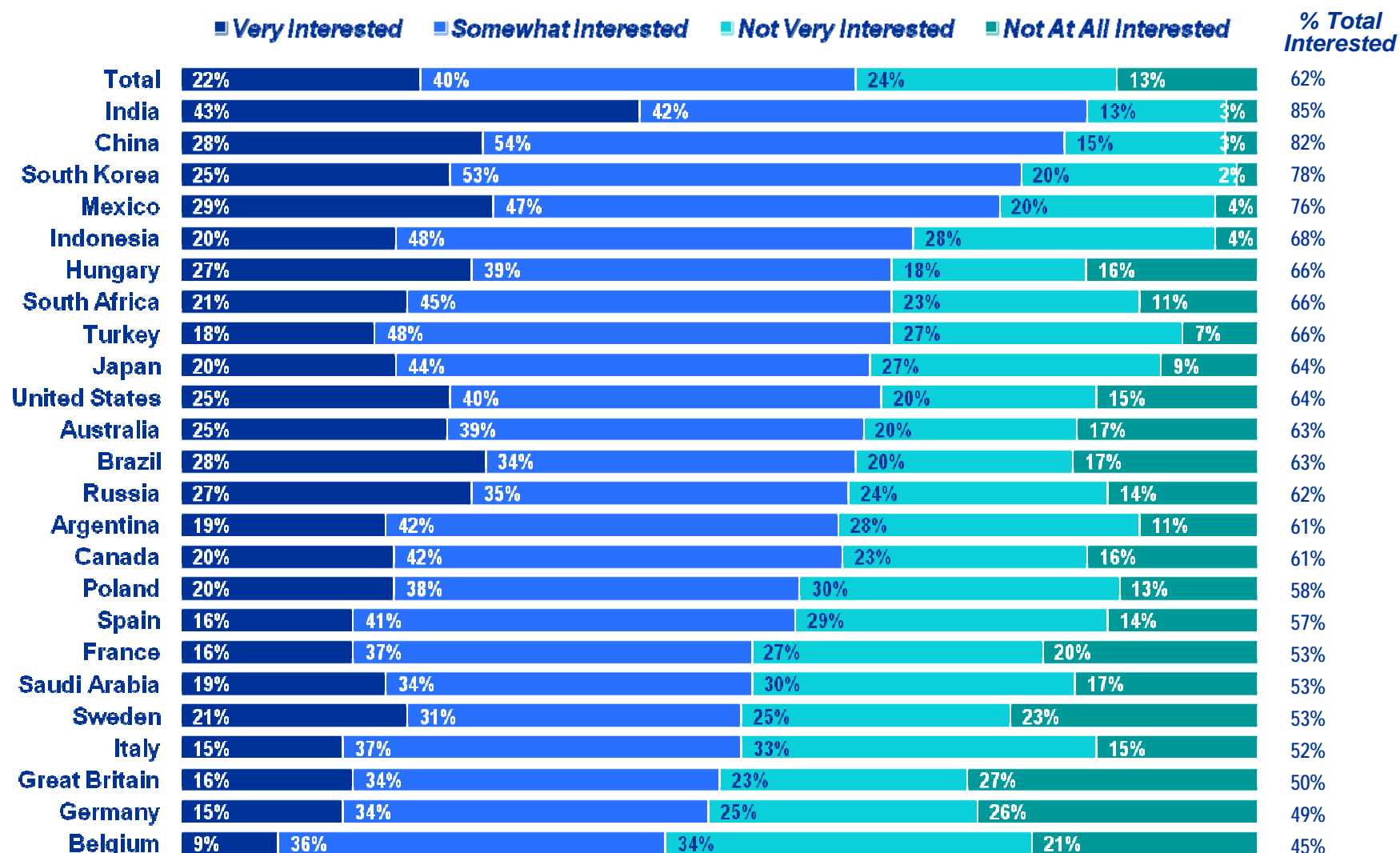
To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England

I will download a mobile app to get updates on the Games



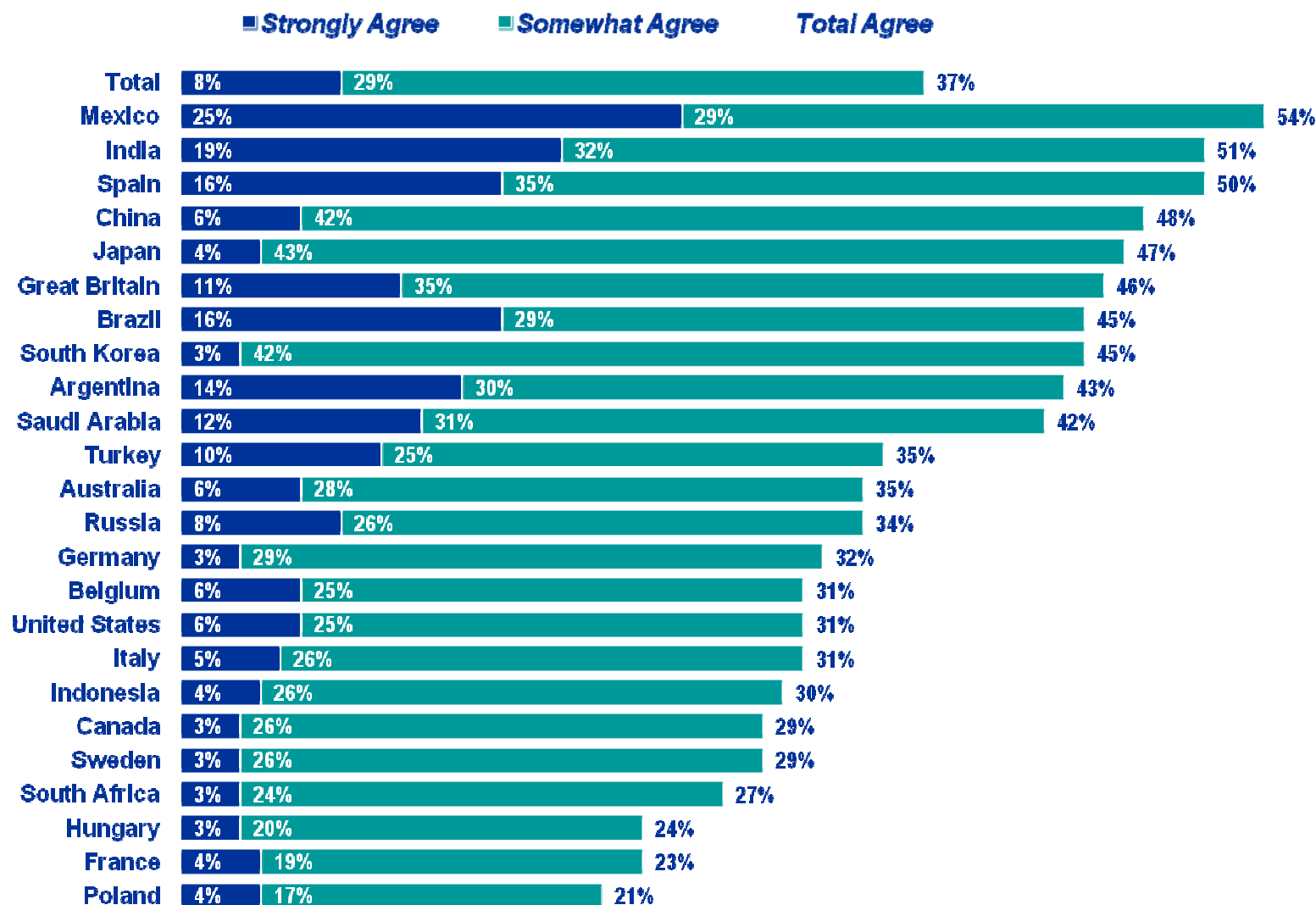
To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England

How interested are you in the 2012 Summer Olympic Games in London, England?





I am worried that a terrorist attack will happen during the Olympic Games



To what extent do you agree or disagree with the following statements about the 2012 Summer Olympics being held in London, England



About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.
- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.



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- The Ipsos *Global @dvisor* Syndicate Study is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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