

OP4G SURVEY FINDS 2020 TOKYO OLYMPICS

Op4G recently surveyed a demographically diverse and well-balanced US sample of 1,000 respondents who plan on watching the 2020 Tokyo Olympics.

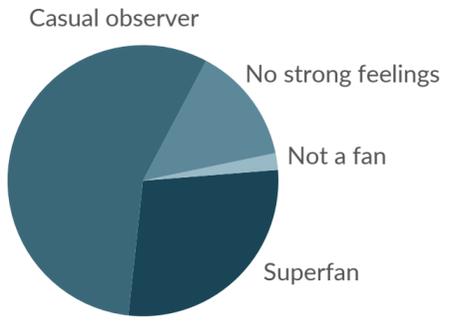
Q: Are you planning on watching any of this summer's Olympic Games?



2 in 4 respondents definitely plan on watching some of this summer's Olympic Games.

Q: Which of the following options best describes your feelings about the Olympics?

51% of millennials described themselves as a superfan.

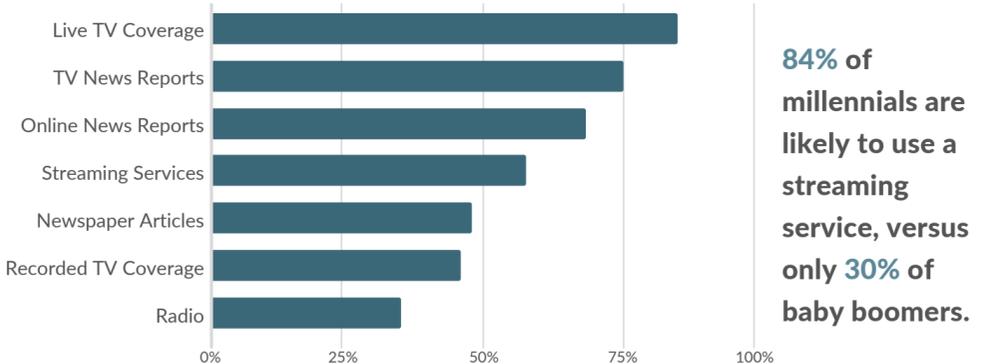


Q: What are some of the top reasons you will watch at least some of this summer's Olympic Games?

64% of baby boomers said they like to root for their country compared to only 33% of millennials.

- 57% like to root for their country
- 44% like to watch world or Olympic records being broken
- 31% like watching international sporting events
- 27% are curious to see how the competitions look without spectators in the stands

Likelihood of respondents using media outlets to follow this summer's Olympics



Q: How likely are you to definitely or probably watch the Opening and Closing Ceremonies?

80% Opening Ceremony

72% Closing Ceremony

Q: How likely are you to definitely or probably watch team and individual sporting events?

90% Individual sporting events

82% Team sporting events

Q: What are your top favorite summer Olympic sports?

- Gymnastics 52%
- Swimming 41%
- Track & Field 29%
- Basketball 21%
- Diving 18%
- Soccer 13%
- Volleyball 12%



Handball and water polo were the least favorite summer Olympic sports.

39% of Superfans said swimming was one of their top favorite sports.

Q: Are you likely to definitely or probably watch any of the four new summer Olympic sports this year?

Less than half of baby boomers are likely to watch any new sports, but the majority of Gen X and millennials will.

- 62% Surfing
- 59% Skateboarding
- 52% Karate
- 50% Sport Climbing



Q: Who is the first Summer Olympian you think of?

Out of the participants who were able to name a Summer Olympian, 25% said Simone Biles and 25% said Michael Phelps.

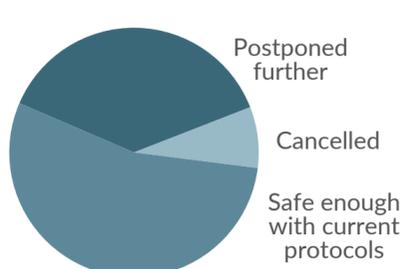
Over half of participants were able to name a Summer Olympian.

Other mentions included Bob Beamon, Cassius Clay, Wilma Rudolph, and Jesse Owens.

Q: Which 3 countries do you think will win the most medals this year?

- 94% United States
- 48% China
- 40% Russia
- 31% Japan
- 25% Germany
- 18% Australia
- 13% Great Britain
- 11% France

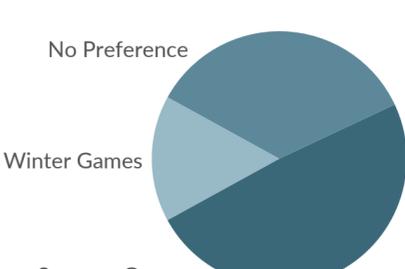
Q: Do you think the Summer Olympics should have been postponed further or canceled due to COVID-19?



Q: Which of the most recent Summer Olympic logos do you like best?



Q: Do you prefer the Summer or Winter Olympic Games?



70% of Superfans said that they prefer the Summer Games.

Q: Is attending an Olympic Games in person on your bucket list?

1 in 3 respondents said attending an Olympic Games in person is on their bucket list.



58% of millennials include attending an Olympic Games on their bucket list

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