

The Rio 2016 Olympic Games



Across the board, our respondents aim to watch the games multiple times per day, according to a survey by real-time digital insights company, Toluna.

We surveyed 1000 respondents in the US, UK, Italy, Spain, France, Germany, Australia, China and Japan about the 2016 Olympics using Toluna QuickSurveys. Here's what we found.

Do you plan on watching the games?



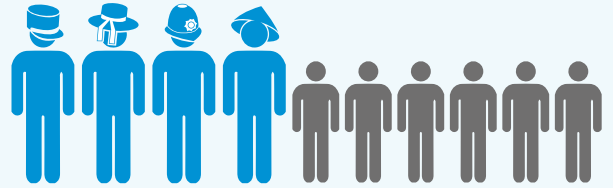
On average, 70% of respondents globally plan to tune in for the 2016 Summer Olympic Games in Rio.

90%

Despite all the digital options available and inevitable social sharing during the course of the Olympics, **90%** of respondents watching the Olympics in all regions plan to use TV to get their news about the Olympics.



How often do you intend on tuning in?



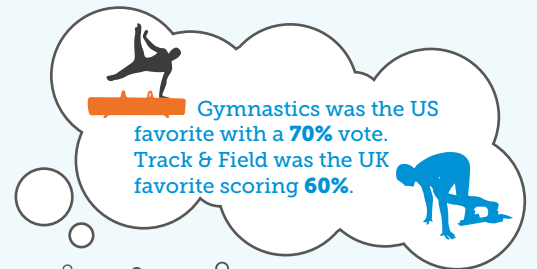
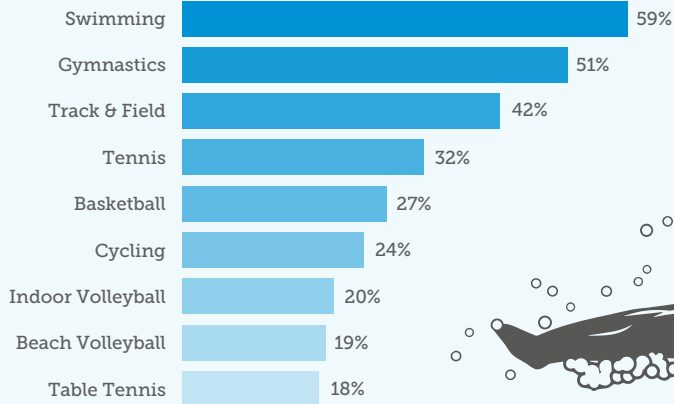
41% of watchers globally plan to watch Olympic events **multiple times each day**.



Coca Cola is the most recognized partnering brand with **68%** of respondents naming them as an official sponsor of the Olympic games.

What sports do you look forward to watching?

Gymnastics and Swimming are the sports respondents are most looking forward to watching this year in many countries. Track and Field follow closely behind.



Fan Favorites?

Respondents in the US are most excited to see Michael Phelps and Gabby Douglas compete this year individually, but overall, most respondents are rooting for Team USA!

