

**Olympics Pyeongchang
January 2018**

Q1. Thinking back to the last few Winter Olympics, Sochi in 2014 and Vancouver in 2010, how closely did you follow those games?

I was very interested and followed closely
I was interested, tuned in from time to time and followed headlines
I was not that interested, didn't pay close attention
Not interested at all

Sochi 2014
Vancouver 2010

Q2. Thinking about the upcoming Olympic games in Pyeongchang, how interested are you?

Very interested, planning to follow closely
Interested, will tune in from time to time and follow headlines
Not that interested, won't be paying close attention
Not interested at all

Q3. As you may know, the NHL chose not to allow its players to participate in this year's Olympic games. The NHL stated concerns over the costs, scheduling difficulty, and potential injuries to players, as its main cause for non-participation. How does this decision affect your likelihood to follow the hockey tournament in Pyeongchang?

I will still watch with the same level of interest
I will still watch, but I won't care as much
I'm not going to watch at all anymore
I wasn't going to watch anyway

Q4. There have been criticisms of the International Olympic Committee and its demands of nations wishing to host future games. Some say the games are too expensive and don't offer enough of a return on the investment for the exorbitant costs required to host, while others say they are a unique opportunity to invest in projects and bring worldwide attention to a city or region, which will net a positive return.

Which statement would you say is closest to your opinion?

[ROWS]
The Summer Olympics
The Winter Olympics

[Columns] [Randomize]

Are a worthwhile investment for the host country

Are not a worthwhile investment for the host country