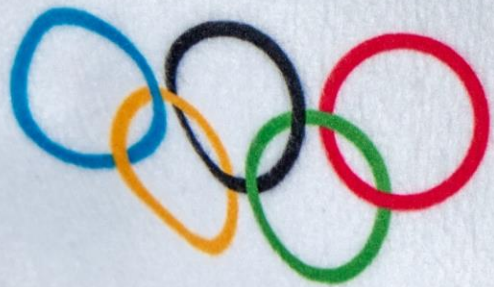
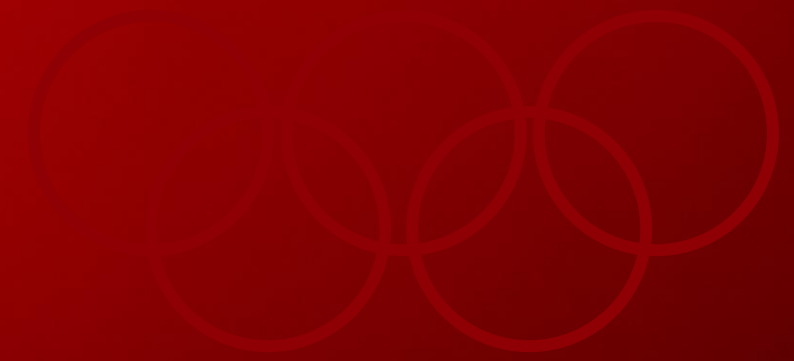




**BEIJING 2022**



# AMERICANS AND THE 2022 WINTER OLYMPICS





# KEY TAKEAWAYS

SSRS research. refined.

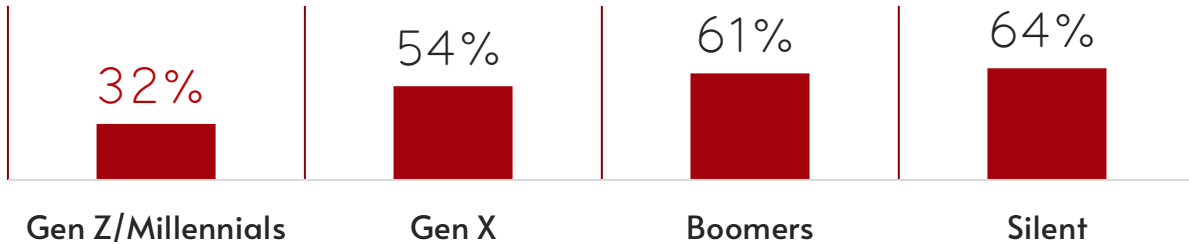
- Fewer than half of U.S. adults (48%) know that the 2022 Winter Olympics are being held in Beijing, China.
- More than four in ten (43%) adults are not sure where the Olympics are taking place and one in ten (9%) mentioned another location.
- Over half of U.S. adults (56%) plan to watch the Olympics. Among viewers, nearly three-quarters (73%) plan to watch up to five hours of events while 27% will watch more than that.



Males are more likely than females to know the Olympics are being held in Beijing.

53% MALE | 44% FEMALE

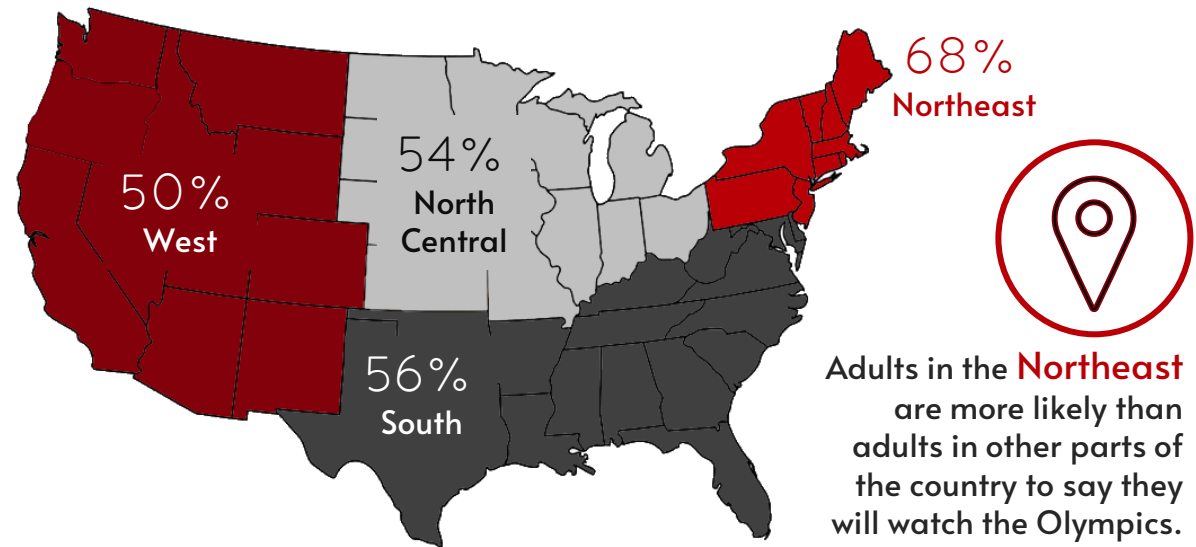
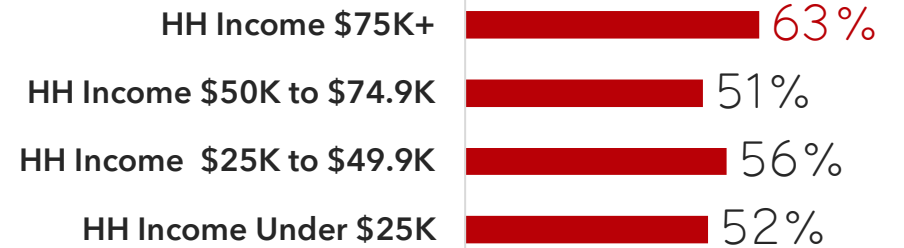
Gen Z/Millennial adults are **less likely than older generations** to know the Olympics are taking place in Beijing.



Notably, **six in ten (60%) Gen Z/Millennial adults** are not sure where the Winter Olympics are being held.



More adults in **higher income households** are planning to watch the games compared to those with lower incomes.



Adults in the **Northeast** are more likely than adults in other parts of the country to say they will watch the Olympics.

# KEY TAKEAWAYS

- Among U.S. adults who plan to watch the games, nearly three in ten (29%) say figure skating is their favorite sport. Rounding out the top 3 favorite Winter Olympic sports are skiing (22%) and snowboarding (12%). No other sport is mentioned as a favorite by more than 10% of viewers.
- Men and women are equally like to watch the games (56% each) though their interests are quite different.
- On the flip side, viewers, male (15%) and female (18%) alike, report that curling (17%) is their *least* favorite Winter Olympic sport.



## FIGURE SKATING



Among viewers, nearly half of women (**48%**) report figure skating as their favorite Winter Olympic sport, more than **five times** the proportion of men (9%) who cite figure skating as their favorite Winter Olympic sport.



Not only do **few male viewers** consider figure skating their favorite sport, but they are also **more likely than women** to say it's their *least* favorite Winter Olympic sport (14% vs. 3%).

## SKIING



There is equal interest in skiing: **25%** among male viewers and **20%** among female viewers.

Male viewers are more likely to mention **other Winter Olympic** sports as a favorite:



SNOWBOARDING  
18% vs. 7% of women



ICE HOCKEY  
12% vs. 2%



BOBSLED  
8% vs. 3%





# FAVORITE OLYMPIC SPORT BY GENDER & AGE

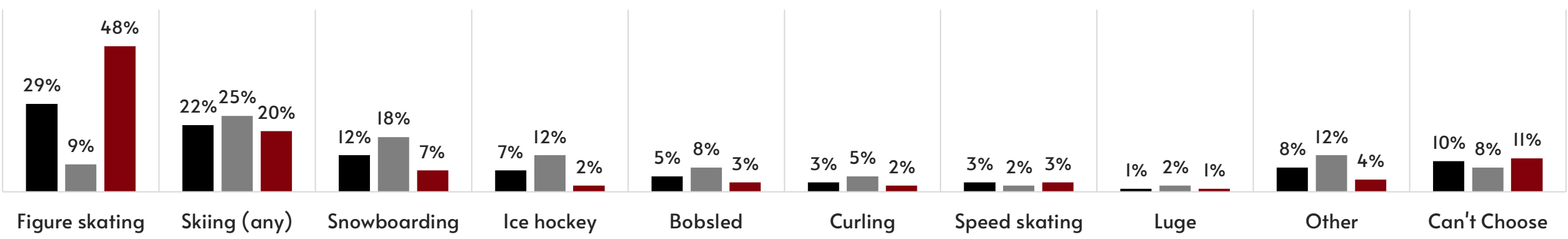


- When looking at generational differences, figure skating is considered the favorite for Boomers who will view the Olympic games.
- Compared to older adults, Gen Z/Millennial viewers favor snowboarding as their favorite Winter Olympic sport.

## GENDER

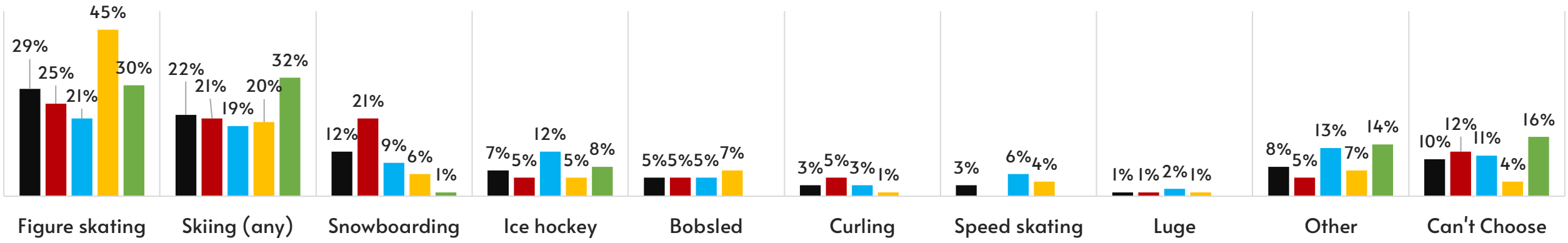
BASE: U.S. ADULTS PLANNING TO WATCH 2022 WINTER OLYMPICS

■ Total (n=581) ■ Male (n=309) ■ Female (n=272)



## AGE

■ Total (n=581) ■ Gen Z/Millennial (n=189) ■ Gen X (n=115) ■ Boomers (n=193) ■ Silent Generation (n=60)



# KEY TAKEAWAYS

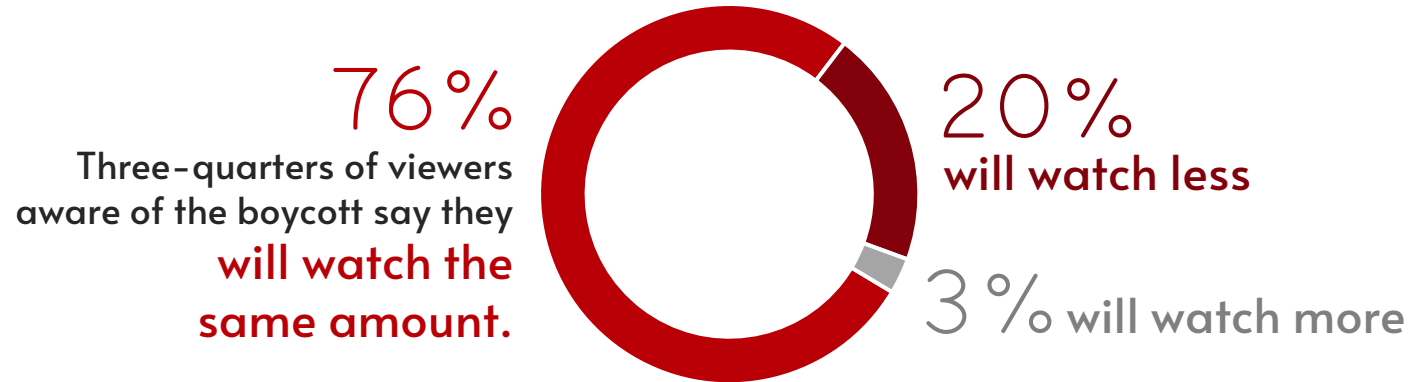
- Fewer than half of Olympics viewers have read, seen, or heard something about the U.S. diplomatic boycott.
- For those aware, it will not impact their viewing.



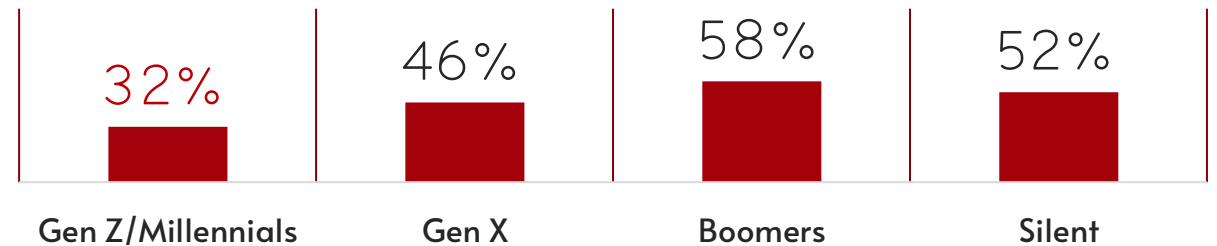
## DIPLOMATIC BOYCOTT

**44%** of viewers have seen, heard or read anything about the U.S. diplomatic boycott of the Winter Olympics.

**Awareness of the boycott, however, will not impact viewing.**

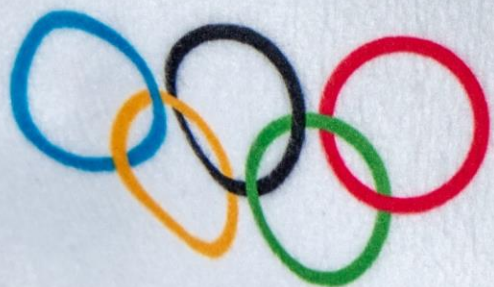


Gen Z/Millennial viewers are **least likely** to have seen, heard or read anything about the U.S. diplomatic boycott.





**BEIJING 2022**



# METHODOLOGY

Interviews for this study were conducted on the SSRS Omnibus from January 25 - 31, 2022, among a nationally representative sample of 1,000 respondents aged 18 and older. The margin of error for total respondents is +/-3.59 percentage points at the 95% confidence level. The design effect is 1.34.

The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Each weekly wave of the SSRS Omnibus consists of 1,000 interviews, of which 800 are obtained with respondents on their cellphones, and a minimum of 35 interviews completed in Spanish. Sample provided by MSG. For more information visit [www.ssrs.com](http://www.ssrs.com) or contact [info@ssrs.com](mailto:info@ssrs.com).

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