

## The Public and the Olympics

\* TOPLINE RESULTS \*

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus, **June 21 - 24, 2024**, among a nationally representative sample of **1,005 adults**. The margin of error for total respondents is +/- 3.5 percentage points at the 95% confidence level. The design effect is 1.3.

The SSRS Opinion Panel Omnibus is a multi-client probability-based survey that fields twice a month. It delivers a nationally representative sample of 1000+ adults age 18 or older in English with a Spanish-language option. Data collection is conducted online and via phone (for non-internet and web-reluctant respondents) using the SSRS Opinion Panel. More information about SSRS is available at [www.ssrs.com](http://www.ssrs.com).

### SPOT6. The 2024 Summer Olympics take place in France starting July 26. How closely do you think you will follow the Summer Olympics?

	%
<b>Very/somewhat closely</b>	<b>52</b>
Very closely	13
Somewhat closely	39
<b>Not too closely/not at all</b>	<b>48</b>
Not too closely	30
Not at all	18
Don't know/refused/web blank	-

### SPOT7. How will you mainly follow the Summer Olympics?

*Based on those who say they will follow the Summer Olympics at all (n=846)*

	%
Watch them live on television or on a streaming service	51
Watch just the highlights	33
Read about them online or in the news	16
Don't know/refused/web blank	-

### SPOT8. During international sporting events like the Olympics, how often do you root for American athletes and teams?

	%
Always	48
Most of the time	24
Some of the time	14
Rarely	4
Never	9
Don't know/refused/web blank	-