



TOPLINE & METHODOLOGY

Majority of Americans feel that U.S. performance in the Olympics makes them proud to be an American

Baby Boomers are the most likely to plan to watch the Olympic Opening Ceremony

Washington, DC, July 21, 2021 – A recent Ipsos poll finds that two in five Americans do not plan to watch the Opening Ceremony for the Summer 2021 Olympics. However, the majority of Americans feel that the U.S. performance and participation in the Olympics makes them proud to be an American. Additionally, this poll found that one third of Americans have more than one pet, and among pet owners, the majority acquired their pet(s) before the pandemic.

Detailed Findings

1. Two in five Americans do not plan on watching the Opening Ceremony for the 2021 Olympics
 - Those who plan to watch are interested in watching both the Opening Ceremony and the athletic events (29%).
 - Planned viewership is highest among Democrats (39%), compared to only 1 in 3 Republicans (29%).
 - Baby Boomers show the most interest in tuning in (37%), while Gen Z and Millennials are the least likely to watch (23% and 29%).
2. A majority of Americans feel that the American team's performance and participation makes them proud to be an American
 - 56% of Americans say that the U.S. performance in the Olympic games makes them proud to be an American. This sentiment is shared by both Republicans (63%) and Democrats (60%). However, Gen Z and Millennials are less likely to agree (47% and 45%) compared to Baby Boomers (70%).
 - Just under half of Americans (47%) agree that Japan should bar spectators from the Olympic games to reduce the risk of Covid-19. Yet, 1 in 4 people (28%) report that not having spectators will make the games less enjoyable to watch.
 - 1 in 3 Americans (32%) believe that Olympic athletes should be allowed to engage in protests, such as kneeling during the national anthem or wearing clothing with political messages. Agreement is strongly polarized, with less than 1 in 10 (7%) Republicans agreeing compared to a majority of Democrats (55%).
3. One in three Americans have more than one pet, and most pet owners got their pets before the pandemic
 - Three in five Americans (58%) own at least one pet, with a plurality owning more than one (34%). 4 of 5 pet owners (80%) got their pets prior to the start of the pandemic in March 2020. Gen Z is the most likely to have more than one pet (43%), while Baby Boomers are the most likely to not have any pets at all (49%).
 - Among pet owners, dogs are by far the most popular pet (70%), followed by cats (46%). Cats are most favored among White (53%) and Gen X (53%) pet owners.
 - Despite the long lengths of time spent at home with pets during quarantine, most pet owners are not anxious leaving their pets home alone now that quarantine is lifted (77%).





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These are the findings of an Ipsos poll conducted between July 16-18, 2021. For this study, a sample of 1,021 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.

Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: July 16 – July 18, 2021

Number of interviews: 1021

Number of Gen Z interviews: 104

Number of Millennial interviews: 230

Number of Gen X interviews: 258

Number of Baby Boomer interviews: 429

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. Do you plan on watching the 2021 Summer Olympics Opening Ceremony on Friday, July 23?

	Total (N=1021)	Gen Z (N=104)	Millennial (N=230)	Gen X (N=258)	Baby Boomer (N=429)
Yes I plan to watch the Opening Ceremony, but not any of the athletic events	2%	2%	4%	1%	2%
Yes I plan to watch the Opening Ceremony and tune into the athletic events	29%	21%	25%	31%	34%
No I will not be watching	41%	47%	42%	43%	36%
I don't know	27%	30%	28%	26%	27%
Skipped	*	-	2%	-	-





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2. Please indicate your level of agreement with the following statements.

Total Agree Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
The American team's performance and participation in the Olympics makes me proud to be an American.	56%	47%	45%	48%	70%
The 2021 Olympics in Japan should bar spectators from events to reduce the risk of COVID-19.	47%	44%	43%	40%	55%
Olympic athletes should be allowed to engage in protest (e.g. kneeling during national anthems, raising fists, clothing with political messages) during the games.	32%	44%	39%	32%	25%
Olympic athletes should be suspended from the games if they are found to have used marijuana or cannabis.	31%	28%	22%	29%	41%
Not having spectators at Olympic events will make them less enjoyable to watch for me.	28%	24%	21%	27%	34%

a. The 2021 Olympics in Japan should bar spectators from events to reduce the risk of COVID-19.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly disagree	9%	15%	10%	7%	8%
Somewhat disagree	9%	8%	10%	9%	10%
Neither agree nor disagree	34%	33%	36%	43%	27%
Somewhat agree	26%	29%	20%	25%	31%
Strongly agree	21%	16%	23%	16%	24%
Skipped	1%	-	2%	-	*
Agree (net)	47%	44%	43%	40%	55%
Disagree (net)	18%	23%	20%	17%	18%

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b. Not having spectators at Olympic events will make them less enjoyable to watch for me.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly disagree	17%	20%	21%	15%	14%
Somewhat disagree	13%	13%	16%	11%	13%
Neither agree nor disagree	42%	42%	41%	47%	39%
Somewhat agree	18%	12%	14%	18%	23%
Strongly agree	10%	12%	7%	9%	11%
Skipped	1%	-	2%	*	*
<i>Agree (net)</i>	28%	24%	21%	27%	34%
<i>Disagree (net)</i>	30%	33%	37%	26%	27%

c. Olympic athletes should be allowed to engage in protest (e.g. kneeling during national anthems, raising fists, clothing with political messages) during the games.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly disagree	35%	29%	24%	29%	48%
Somewhat disagree	10%	9%	8%	11%	11%
Neither agree nor disagree	22%	18%	28%	28%	17%
Somewhat agree	13%	18%	8%	16%	11%
Strongly agree	20%	26%	30%	15%	14%
Skipped	*	-	2%	-	-
<i>Agree (net)</i>	32%	44%	39%	32%	25%
<i>Disagree (net)</i>	45%	38%	32%	40%	59%

d. Olympic athletes should be suspended from the games if they are found to have used marijuana or cannabis.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly disagree	27%	31%	42%	23%	18%
Somewhat disagree	13%	12%	10%	14%	15%
Neither agree nor disagree	28%	29%	24%	34%	27%
Somewhat agree	13%	8%	7%	13%	19%
Strongly agree	18%	19%	15%	16%	21%
Skipped	1%	-	2%	-	-
<i>Agree (net)</i>	31%	28%	22%	29%	41%
<i>Disagree (net)</i>	40%	43%	53%	37%	33%

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- e. The American team's performance and participation in the Olympics makes me proud to be an American.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly disagree	5%	9%	4%	3%	4%
Somewhat disagree	4%	3%	6%	4%	3%
Neither agree nor disagree	35%	41%	43%	45%	23%
Somewhat agree	28%	31%	21%	23%	34%
Strongly agree	28%	16%	25%	25%	36%
Skipped	1%	-	2%	-	*
<i>Agree (net)</i>	56%	47%	45%	48%	70%
<i>Disagree (net)</i>	9%	12%	10%	7%	7%

3. Do you have any pets?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes, I have one pet	24%	18%	23%	26%	25%
Yes, I have more than one pet	34%	43%	36%	38%	27%
No I don't have any pets	42%	39%	39%	35%	49%
Skipped	1%	-	2%	-	-

4. [Q3 = I have one pet OR I have more than one pet] When did you get your pet(s)?

	Total (N=596)	Gen Z (N=59)	Millennial (N=143)	Gen X (N=170)	Baby Boomer (N=224)
I got all of my pets before March 2020	80%	82%	72%	79%	87%
I got all /at least one of my pets between March 2020 – May 2021	15%	18%	20%	15%	11%
I got all/at least one of my pets in the past 3 months	5%	-	8%	6%	2%
Skipped	*	-	-	-	*

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5. [Q3 = I have one pet OR I have more than one pet] What kind of pet(s) do you have? Select all that apply.

	Total (N=596)	Gen Z (N=59)	Millennial (N=143)	Gen X (N=170)	Baby Boomer (N=224)
Dog	70%	75%	68%	68%	71%
Cat	46%	45%	45%	53%	42%
Bird	6%	5%	6%	4%	8%
Fish	9%	9%	13%	5%	9%
Reptile (e.g Lizard, Snake, Turtles, ect.)	5%	5%	5%	7%	2%
Rodent (Rabbit, Hamster, Guinea Pigs, etc.)	5%	6%	9%	5%	1%
Other	3%	2%	3%	4%	2%
Skipped	*	-	-	2%	-

6. [Q3 = I have one pet OR I have more than one pet] Now that quarantine is lifted, do you feel anxious leaving your pet home alone?

	Total (N=596)	Gen Z (N=59)	Millennial (N=143)	Gen X (N=170)	Baby Boomer (N=224)
Yes, I worry about my pet(s) regardless of how much time they are alone	9%	13%	12%	8%	6%
Yes, I worry about my pet(s) when I am gone for more than a couple hours	12%	8%	15%	8%	14%
No I don't feel anxious leaving my pet(s) home alone	77%	75%	71%	83%	78%
I'm not sure	2%	4%	2%	*	3%
Skipped	-	-	-	-	-



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About the Study

This Ipsos poll was conducted July 16 – 18, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,021 general population adults age 18 or older. The sample includes 104 Gen Zers, 230 Millennials, 258 Gen Xers, and 429 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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