



## PUBLIC SURVEY FINDINGS & METHODOLOGY

### One week away from the opening ceremony, few Americans know when the Beijing Winter Olympics begins

New Ipsos poll also finds bipartisan consensus for U.S. diplomatic boycott.

**Washington, DC, January 28, 2022**— A new Ipsos poll finds that a bare majority of Americans plan on watching the Olympics. Even though half plan on watching the Games, few Americans correctly guessed that the opening ceremony is on February 4<sup>th</sup>, one week away. When it comes to the politics of the Games, a majority (54%) support the U.S. diplomatic boycott of the Beijing Winter Games, meaning no government officials will attend events in protest of China's human rights abuses. There is bipartisan consensus on this issue.

- 53% plan on watching the Olympic Games in some capacity; a third say they will not, and another 14% are unsure.
  - Men are more likely than women to say they'll watch. People under age 55 are more likely than older Americans. Those 55+ are nearly evenly split on watching in some capacity (45%) and not (40%).
  - Area type also plays a role in intended viewership. Urban respondents are more inclined to watch than rural ones.
- Although over half say they're going to watch, very few actually know when it starts. Just 27% correctly guessed that the opening ceremony is on Feb 4. A majority, 53%, say they don't know.
- 54% support a U.S. diplomatic boycott, with this measure earning bipartisan support.
- 39% say the U.S. should boycott the Games altogether. While there is no majority support for an outright boycott of the Games, here, too, Democrats and Republicans agree on this issue.

*These are the findings of an Ipsos poll conducted between January 20 - 21, 2022. For this survey, a sample of 1,158 adults ages 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.3 percentage points for all respondents.*



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For full results, please refer to the following annotated questionnaire:

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### Ipsos Poll on 2022 Winter Olympics

#### Annotated Questionnaire:

1. Do you plan on watching the 2022 Winter Olympics opening ceremony?

	<b>Total (N=1158)</b>
Yes, I plan to watch the opening ceremony, but not any of the athletic events	7%
Yes, I plan to watch the opening ceremony and tune into a few athletic events	27%
Yes, I plan to watch the opening ceremony and tune into most athletic events	19%
No, I will not be watching	33%
I don't know	14%
<b>Yes (net)</b>	<b>53%</b>

2. Based on what you may know or have heard, when is the opening ceremony for the 2022 Winter Olympics? (An asterisk \* denotes the correct answer below)

	<b>Total</b>
January 28	4%
February 4*	27%
February 11	10%
February 18	6%
Don't know	53%

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

Total agree summary

	<b>Total</b>
The American team's performance and participation in the Winter Olympics makes me proud to be an American.	60%
I support the U.S. "diplomatic boycott" of the Winter Olympics, meaning no government officials will attend, in protest of China's human rights abuses	54%
Climate change is a major threat to the future of the Winter Olympics	44%
The U.S. should boycott the Winter Olympics altogether, in protest of China's human rights abuses	39%
Not having spectators at Olympic events will make them less enjoyable to watch for me.	36%

a) The American team's performance and participation in the Winter Olympics makes me proud to be an American.

	<b>Total</b>
Strongly agree	28%
Somewhat agree	32%
Neither agree nor disagree	33%
Somewhat disagree	4%
Strongly disagree	3%
<i>Agree (net)</i>	<b>60%</b>
<i>Disagree (net)</i>	<b>7%</b>

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

	<b>Total</b>
Strongly agree	10%
Somewhat agree	25%
Neither agree nor disagree	38%
Somewhat disagree	17%
Strongly disagree	10%
<i>Agree (net)</i>	<b>36%</b>
<i>Disagree (net)</i>	<b>27%</b>

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

- c) I support the U.S. “diplomatic boycott” of the Winter Olympics, meaning no government officials will attend, in protest of China’s human rights abuses

	<b>Total</b>
Strongly agree	26%
Somewhat agree	28%
Neither agree nor disagree	37%
Somewhat disagree	6%
Strongly disagree	3%
<i>Agree (net)</i>	<i>54%</i>
<i>Disagree (net)</i>	<i>9%</i>

- d) The U.S. should boycott the Winter Olympics altogether, in protest of China’s human rights abuses

	<b>Total</b>
Strongly agree	17%
Somewhat agree	22%
Neither agree nor disagree	39%
Somewhat disagree	14%
Strongly disagree	8%
<i>Agree (net)</i>	<i>39%</i>
<i>Disagree (net)</i>	<i>22%</i>

- e) Climate change is a major threat to the future of the Winter Olympics

	<b>Total</b>
Strongly agree	17%
Somewhat agree	27%
Neither agree nor disagree	34%
Somewhat disagree	10%
Strongly disagree	11%
<i>Agree (net)</i>	<i>44%</i>
<i>Disagree (net)</i>	<i>22%</i>



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4. Which U.S. athletes are you most excited to watch in the 2022 Winter Olympics?

*Base: Will be watching the 2022 Winter Olympics opening ceremony*

	<b>Total (N=783)</b>
Shaun White	32%
Chloe Kim	15%
Mikaela Shiffrin	11%
Nathan Chen	10%
Emily Sweeney	7%
Jamie Anderson	6%
Alex Ferreira	6%
Hilary Knight	6%
Jessie Diggins	5%
Erin Jackson	4%
Mariah Bell	4%
John Shuster	4%
Chris Mazdzer	4%
Maame Biney	2%
Other	1%
None of these/Don't have any favorite athletes	43%



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### About the Study

These are some of the findings of an Ipsos poll conducted between January 20 – January 21, 2022. For this survey, a sample of 1,158 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,158, DEFF=1.5, adjusted Confidence Interval=+/-4.8 percentage points).



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### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

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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