

THE BEIJING WINTER OLYMPICS 2022

A 28-country Global Advisor survey

February 2022

GAME CHANGERS



BEIJING WINTER OLYMPICS

Headline findings from our 28-country survey.

54%

globally think that the Beijing Olympics should go ahead, even if the pandemic isn't over yet. This rises to **80% in China**.



Ski jumping is most popular with older generations, while younger viewers are more likely to follow **ice hockey**.



Figure skating is the event that the public are, on average, most interested in following, with **women more interested** than men (36% vs. 17%).



Interest in the **2022 Beijing Winter Olympics** is equal to what we saw ahead of the **2020 Tokyo Summer Olympics** (46% interested vs. 54% not).



55%

support athletes taking a stand on social or political issues during the Olympics.

One in two say they **do not know** which disciplines will feature in the **Paralympics**.

BEIJING WINTER OLYMPICS

Key Australian Findings

53%

in Australia, think that the Beijing Olympics should go ahead, even if the pandemic isn't over yet. This rises to **80% in China**.



58%

support athletes taking a stand on social or political issues during the Olympics.

62% of Australians surveyed agree that the Paralympics are given a fair amount of coverage in the news and sports media in their country. **One in two** say they **do not know** which disciplines will feature in the **Paralympics**.

In Australia, interest in the **2022 Beijing Winter Olympics** (35%) is lower than what we saw ahead of the **2020 Tokyo Summer Olympics** (45% interested) and the 2018 Winter Olympics in PyeongChang (41%).

Figure skating (20%) and **Ski Jumping** (20%) were the events that Australians are most interested in, followed closely by **Snowboarding** (17%). **Women more interested in figure skating** than men (32% vs. 9%).



Under 35's most interested in **Snowboarding** (22%).



PUBLIC INTEREST



PUBLIC INTEREST IN THE WINTER OLYMPICS

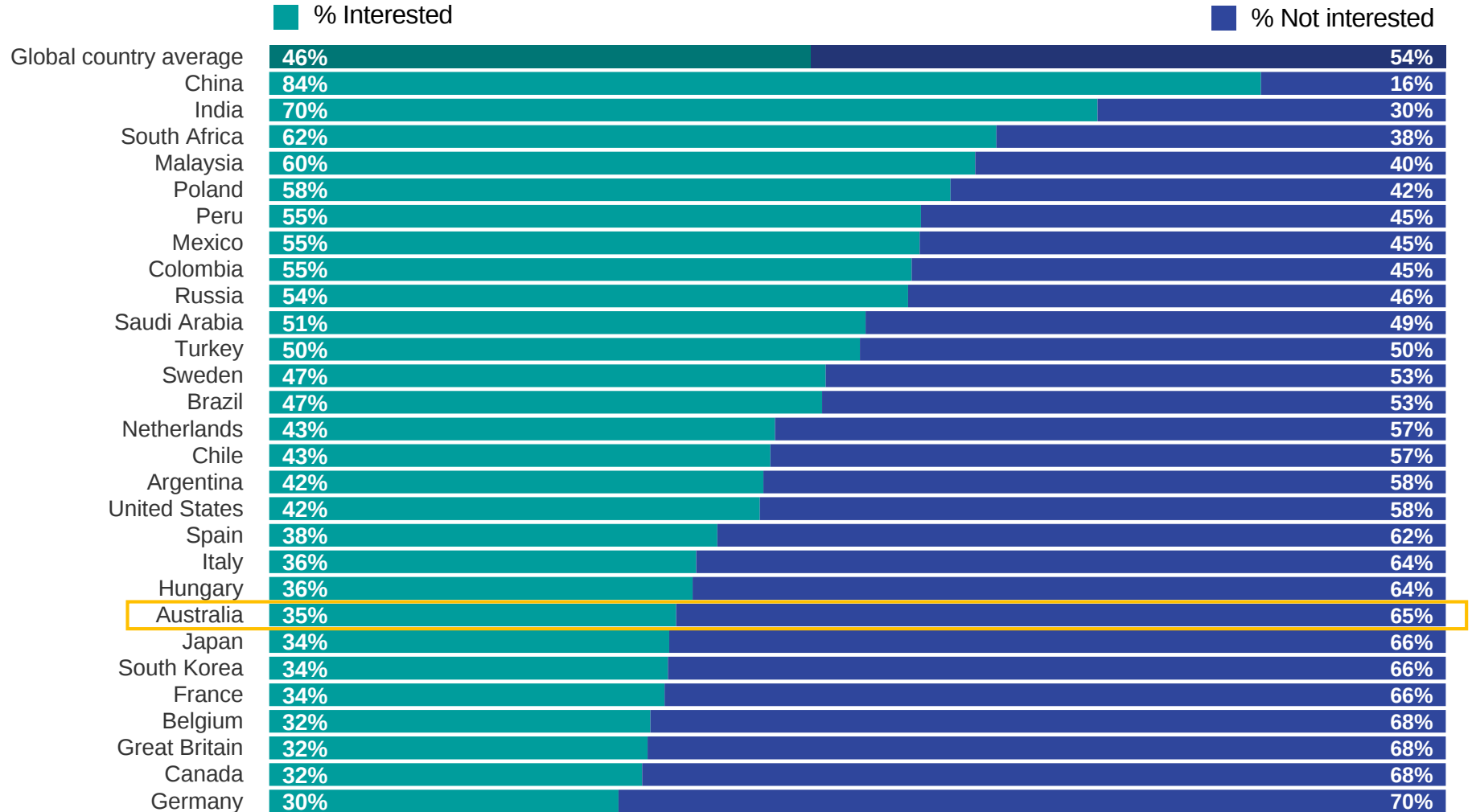
How interested are you in the 2022 Winter Olympic Games in Beijing, China?

On average across 28 countries, more say they are *not* interested (54%) in the Beijing Winter Olympics than *are* interested (46%). This is level with we found in the lead-up to the Tokyo Summer Olympics.

Interest in the 2022 Winter Olympics is slightly lower than it was for the 2018 Winter Olympics in PyeongChang (51% interested vs. 49% not).

Host nation China shows the highest levels of interest (84%), followed by India, South Africa and Malaysia.

Fewer than one in three in Germany, Canada, Great Britain and Belgium say they are interested in the event.



MOST POPULAR WINTER OLYMPICS SPORTS

From this list of Winter Olympic events, which three are you most interested in following?



1. FIGURE SKATING (27%)

- China (50%)
- Mexico (47%)
- Russia (46%)



2. SKI JUMPING (18%)

- Poland (50%)
- India (28%)
- Turkey (27%)



3. ICE HOCKEY (18%)

- India (40%)
- Russia (37%)
- South Africa & Canada (33%)



4. SPEED SKATING (15%)

- Netherlands (38%)
- Colombia (30%)
- South Korea (30%)



5. SNOWBOARDING (13%)

- South Africa (26%)
- India & Turkey (22%)
- Brazil & Malaysia (20%)



NONE (24%)

- Germany & Great Britain (42%)
- Australia & Spain (36%)
- Hungary (34%)

Source: Ipsos Global Advisor survey

Base: 20,025 adults ages 18-74 in 28 countries, December 23rd 2021 – January 7th 2022.

MOST POPULAR WINTER OLYMPIC SPORTS (1-10)

Q: From this list of Olympic events, which three are you most interested in following this year?

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Mexico	Malaysia	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Figure skating	27%	29%	20%	23%	38%	24%	37%	50%	41%	22%	9%	15%	24%	12%	21%	37%	47%	16%	15%	37%	19%	46%	9%	21%	35%	23%	10%	33%	30%
Ski jumping	18%	12%	20%	19%	12%	12%	18%	15%	19%	13%	21%	18%	19%	28%	15%	23%	21%	22%	15%	19%	50%	9%	11%	25%	11%	18%	6%	27%	15%
Ice hockey	18%	20%	13%	13%	18%	33%	19%	9%	18%	8%	11%	11%	15%	40%	8%	3%	22%	23%	11%	21%	14%	37%	16%	33%	8%	11%	32%	25%	19%
Speed skating	15%	12%	11%	13%	16%	11%	18%	24%	30%	7%	3%	7%	13%	18%	14%	17%	22%	19%	38%	20%	12%	6%	12%	15%	30%	7%	5%	19%	12%
Snowboarding	13%	11%	17%	11%	20%	15%	14%	12%	13%	8%	5%	14%	6%	22%	9%	17%	15%	20%	11%	16%	6%	7%	11%	26%	6%	12%	8%	22%	17%
Alpine skiing	10%	4%	8%	14%	6%	8%	6%	23%	8%	22%	9%	9%	11%	8%	23%	5%	6%	8%	8%	5%	9%	11%	14%	5%	4%	8%	19%	4%	8%
Freestyle skiing	10%	9%	9%	6%	9%	12%	10%	26%	11%	9%	3%	6%	2%	17%	5%	3%	11%	21%	5%	15%	2%	6%	14%	16%	1%	8%	4%	16%	12%
Short track speed skating	9%	9%	4%	4%	10%	6%	10%	31%	18%	5%	1%	4%	9%	11%	2%	2%	20%	6%	16%	10%	6%	2%	6%	7%	45%	4%	2%	6%	6%
Biathlon	7%	2%	3%	7%	2%	3%	3%	7%	4%	21%	20%	2%	5%	5%	5%	1%	3%	5%	5%	3%	11%	39%	8%	3%	2%	3%	31%	3%	3%
Bobsleigh	7%	2%	14%	13%	4%	11%	2%	8%	2%	9%	8%	17%	12%	4%	10%	1%	4%	12%	9%	3%	6%	4%	7%	7%	12%	3%	1%	3%	13%

MOST POPULAR WINTER OLYMPIC SPORTS (11-15)

Q: From this list of Olympic events, which three are you most interested in following this year?

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Mexico	Malaysia	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Curling	7%	4%	5%	4%	4%	12%	2%	26%	3%	3%	2%	10%	7%	4%	7%	11%	2%	3%	5%	3%	6%	9%	4%	4%	30%	4%	10%	6%	8%
Cross country skiing	6%	3%	5%	3%	3%	2%	5%	13%	4%	8%	4%	4%	6%	8%	17%	2%	3%	8%	2%	4%	18%	8%	6%	6%	1%	3%	27%	5%	2%
Luge	4%	2%	9%	2%	1%	5%	4%	3%	5%	4%	6%	6%	5%	4%	7%	1%	5%	4%	4%	5%	6%	3%	4%	1%	3%	0%	1%	15%	8%
Nordic combined	3%	2%	3%	4%	2%	2%	2%	4%	3%	8%	8%	3%	2%	4%	5%	3%	2%	3%	3%	1%	4%	4%	4%	2%	1%	2%	2%	4%	1%
Skeleton	3%	2%	3%	1%	3%	2%	3%	4%	4%	2%	1%	7%	1%	4%	1%	1%	6%	4%	2%	4%	3%	2%	6%	2%	10%	2%	2%	2%	2%
Some other sport	7%	12%	2%	5%	8%	3%	11%	3%	10%	3%	2%	3%	2%	11%	3%	1%	10%	11%	4%	19%	2%	3%	24%	18%	1%	9%	3%	7%	4%
None of these	24%	26%	36%	31%	22%	29%	23%	6%	16%	30%	42%	42%	34%	14%	26%	30%	16%	11%	29%	16%	19%	17%	22%	21%	13%	36%	28%	14%	33%
Don't know	10%	17%	9%	14%	11%	9%	12%	3%	10%	11%	8%	7%	12%	8%	12%	12%	6%	17%	11%	9%	7%	7%	12%	5%	11%	11%	8%	12%	7%

Source: Ipsos Global Advisor survey

Base: 20,025 adults ages 18-74 in 28 countries, December 23rd 2021 – January 7th 2022.

PARALYMPICS



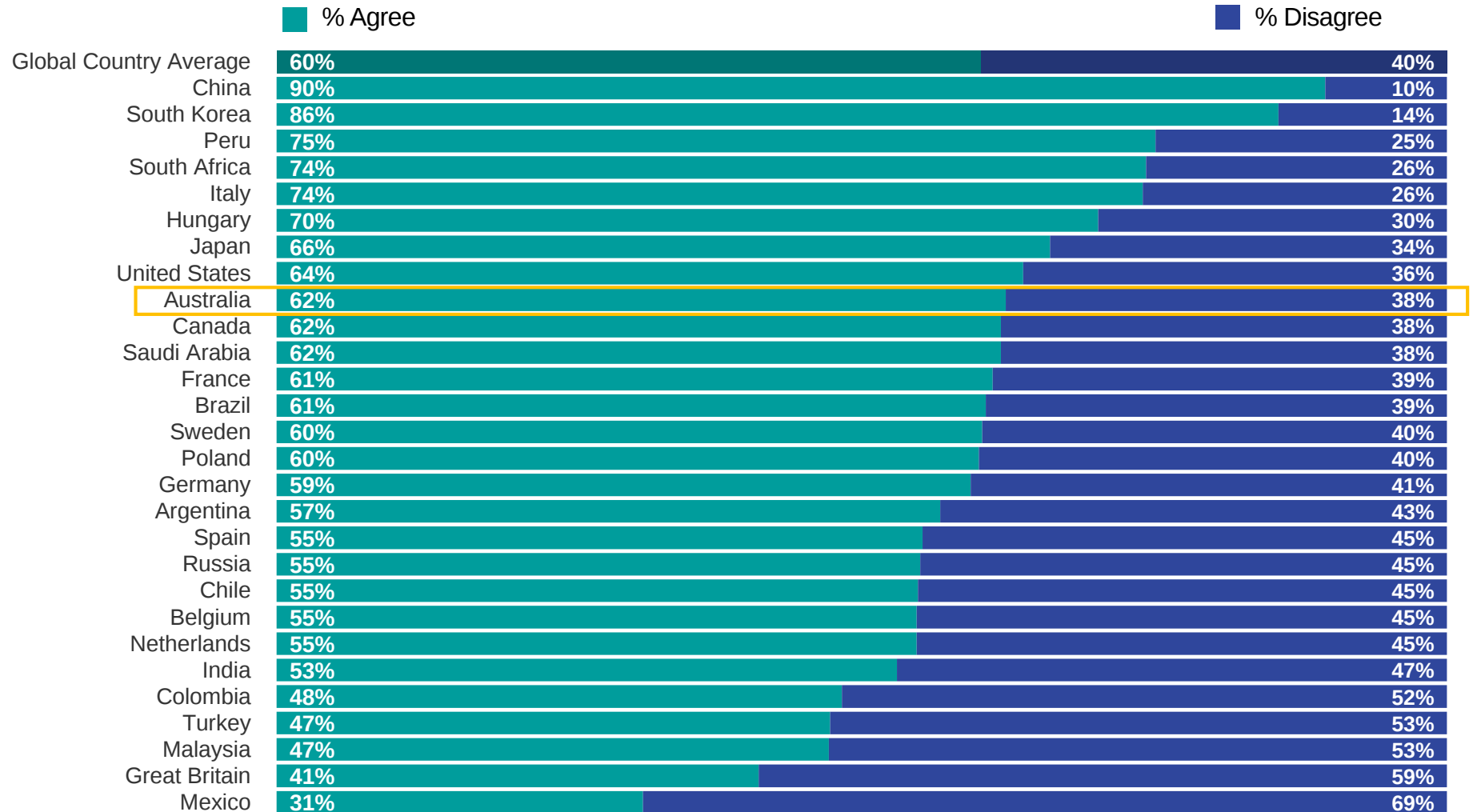
PARALYMPICS: COVERAGE

“The news and sports media in my country give a fair amount of coverage to the Paralympic Games”

A majority worldwide (60%, global country average) agree that the Paralympics are given a fair amount of coverage in the news and sports media in their country.

China and South Korea, the two most recent hosts of the Winter Olympics, show highest levels of agreement.

On the other hand, a majority of the public in the following countries *disagree* that the Paralympics get a fair amount of airtime: Mexico, Great Britain, Malaysia, Turkey, and Colombia.



PARALYMPICS: AWARENESS

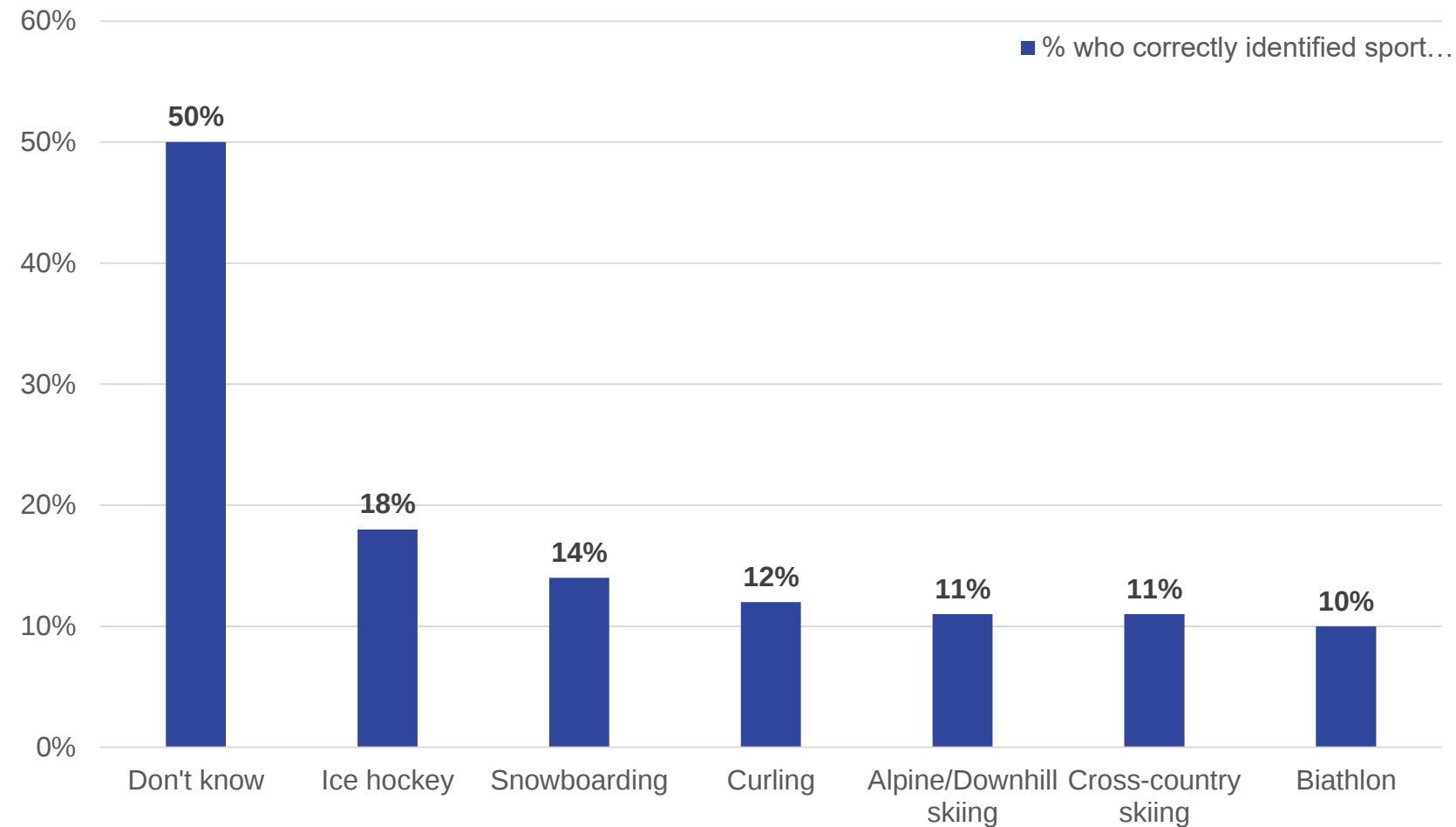
Which 6 disciplines will be featured in the Paralympics?

The global public show low levels of awareness of the sports that will feature in the 2022 Beijing Winter Paralympics.

When asked to identify the six correct disciplines from a list of all the 15 Olympic disciplines, one in two (50%) said that they didn't know.

The correct answers are alpine skiing, cross-country skiing, biathlon, snowboarding, ice hockey and curling.

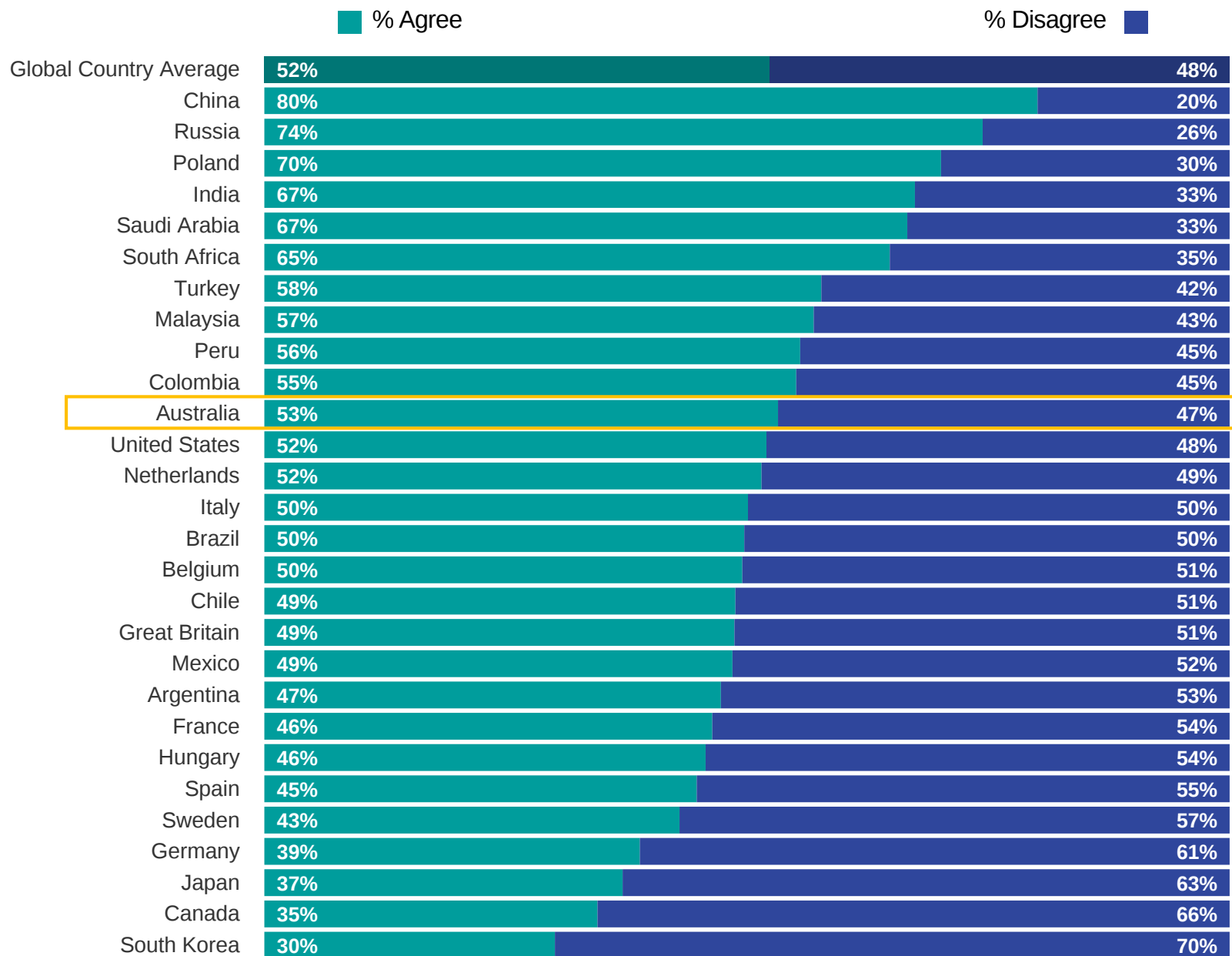
Ice hockey is most frequently correctly identified (18%), followed by Snowboarding (14%), Curling (12%), Alpine/Downhill skiing and Cross-country skiing (both 11%), and, finally, Biathlon (10%).



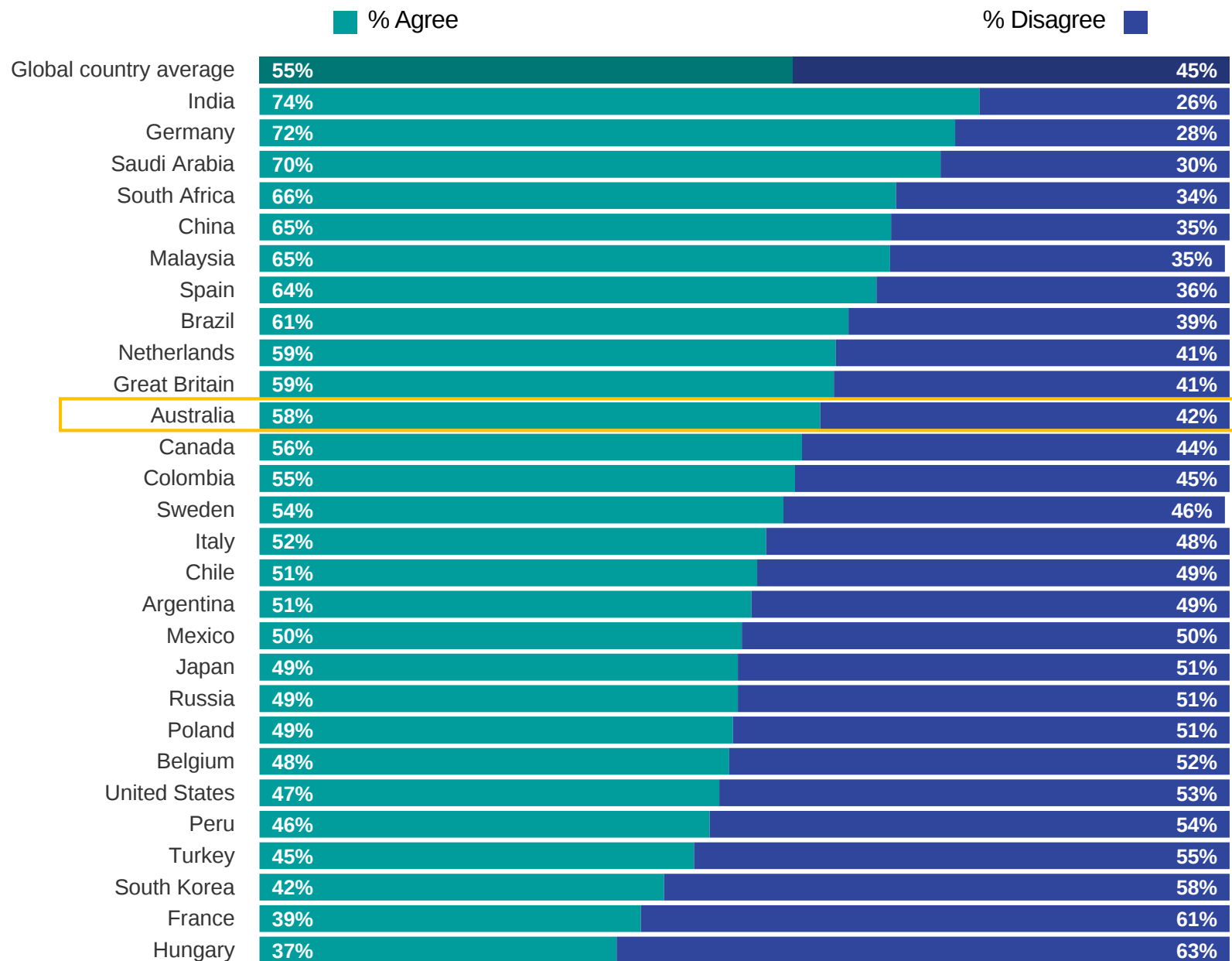
Source: Ipsos Global Advisor survey
Base: 20,025 adults ages 18-74 in 28 countries, December 23rd 2021 – January 7th 2022.

PUBLIC PERCEPTIONS

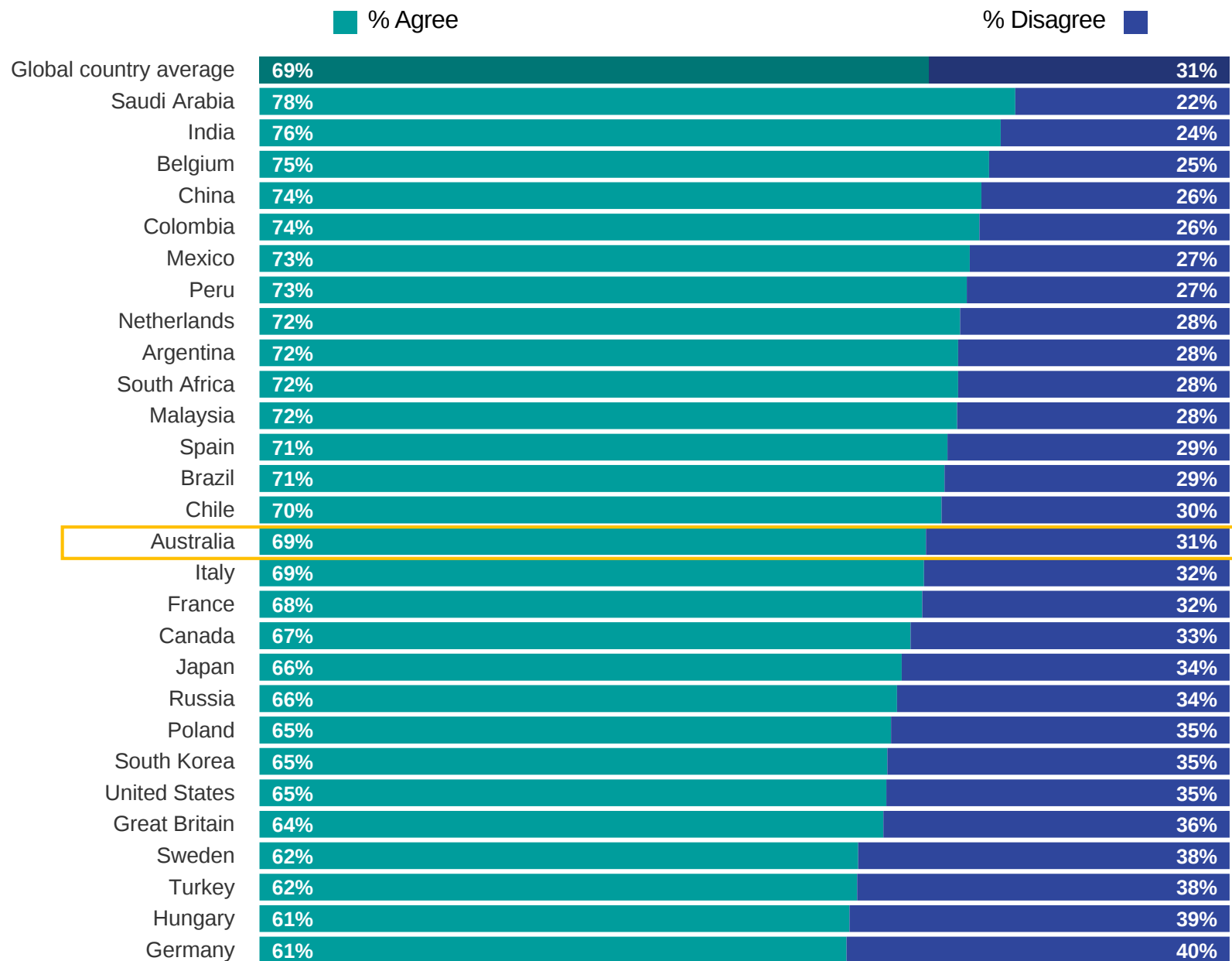
“The Beijing Winter Olympics should go ahead as planned, even if the pandemic isn't over yet”



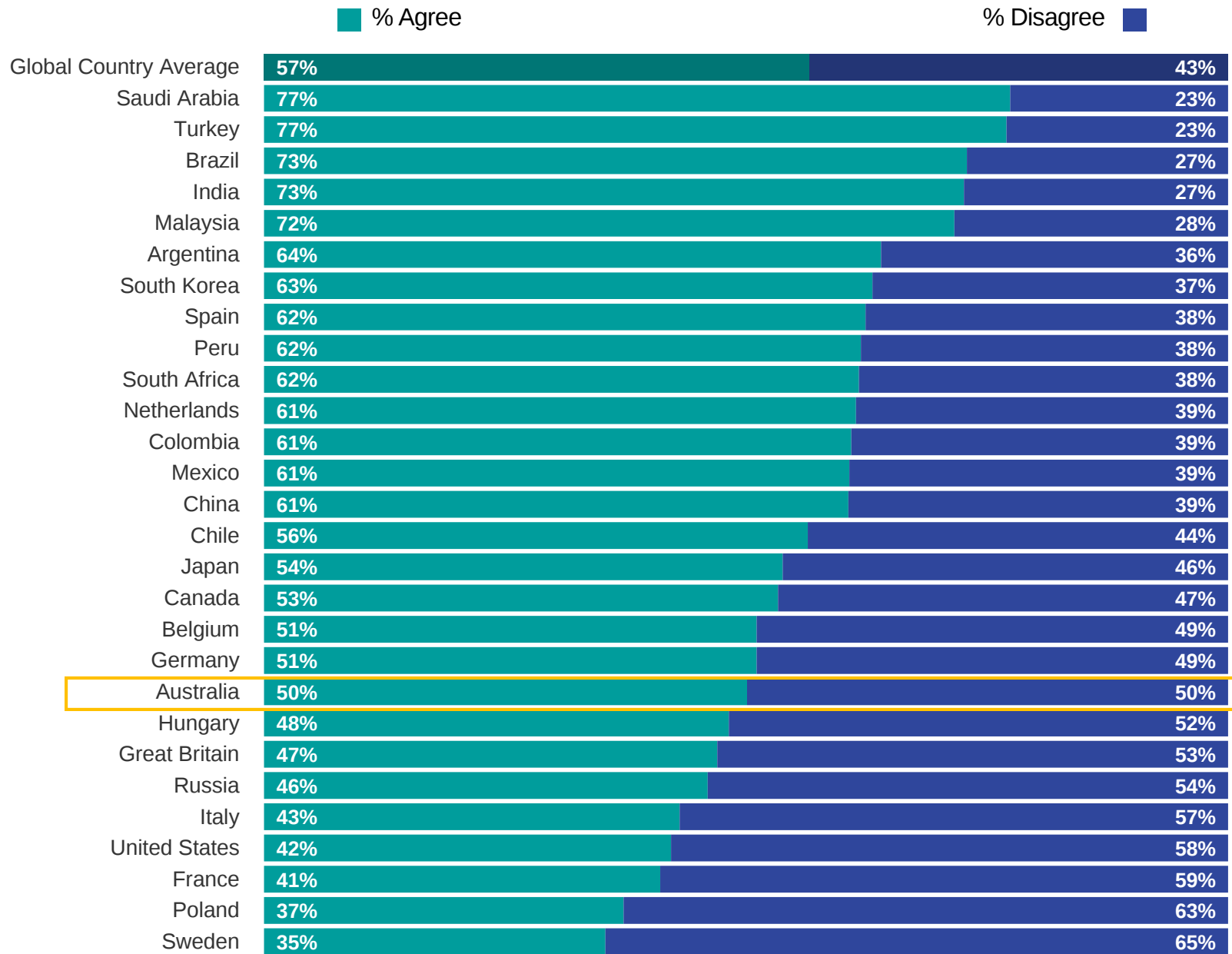
“It is appropriate for athletes to take a public stand on social or political issues when performing at the Olympics”



“If a country is officially barred from the Olympics for doping, their athletes not implicated in doping should be allowed to perform under the banner of their Olympic committee”



“There is too much nationalism on display during the Olympics”



METHODOLOGY

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,025 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16- 74 in 23 other markets between December 23rd 2021 – January 7th 2022.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, mainland China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population. The data is weighted so that each market’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

“The Global Country Average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

For information or assistance about this please contact:

David Elliott
Deputy Managing Director
Ipsos Public Affairs +61 404465029
David.elliott@ipsos.com

Visit www.ipsos.com for information about all of our products and services.

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

THANK YOU

GAME CHANGERS

