## THE BEIJING WINTER OLYMPICS 2022

# A 28-country Global Advisor survey

February 2022

https://www.ipsos.com/en/global-public-attitudes-beijing-winter-olympics-2022

GAME CHANGERS

lpsos

### **BEIJING WINTER OLYMPICS**

Headline findings from our 28-country survey.

52%

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%).



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

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).





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



## PUBLIC INTEREST

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## **PUBLIC INTEREST IN THE WINTER OLYMPICS**

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

Global cou

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.

	% Interested	% Not interested
untry average	46%	54%
China	84%	16%
India	70%	30%
South Africa	62%	38%
Malaysia	60%	40%
Poland	58%	42%
Peru	55%	45%
Mexico	55%	45%
Colombia	55%	45%
Russia	54%	46%
Saudi Arabia	51%	49%
Turkey	50%	50%
Sweden	47%	53%
Brazil	47%	53%
Netherlands	43%	57%
Chile	43%	57%
Argentina	42%	58%
United States	42%	58%
Spain	38%	62%
Italy	36%	64%
Hungary	36%	64%
Australia	35%	65%
Japan	34%	66%
South Korea	34%	66%
France	34%	66%
Belgium	32%	68%
Great Britain	32%	68%
Canada	32%	68%
Germany	30%	70%



## **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%)





## **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	ltaly	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.



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## PARALYMPICS

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#### **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.

	% Agree			📕 % Dis	sagree
Global Country Average	60%				40%
China	90%				10%
South Korea	86%				14%
Peru	75%				25%
South Africa	74%				26%
Italy	74%				26%
Hungary	70%				30%
Japan	66%				34%
United States	64%				36%
Australia	62%				38%
Canada	62%				38%
Saudi Arabia	62%				38%
France	61%				39%
Brazil	61%				39%
Sweden	60%				40%
Poland	60%				40%
Germany	59%				41%
Argentina	57%				43%
Spain	55%				45%
Russia	55%				45%
Chile	55%				45%
Belgium	55%				45%
Netherlands	55%				45%
India	53%				47%
Colombia	48%				52%
Turkey	47%				53%
Malaysia	47%				53%
Great Britain	41%				59%
Mexico	31%				69%



### **PARALYMPICS: AWARENESS**

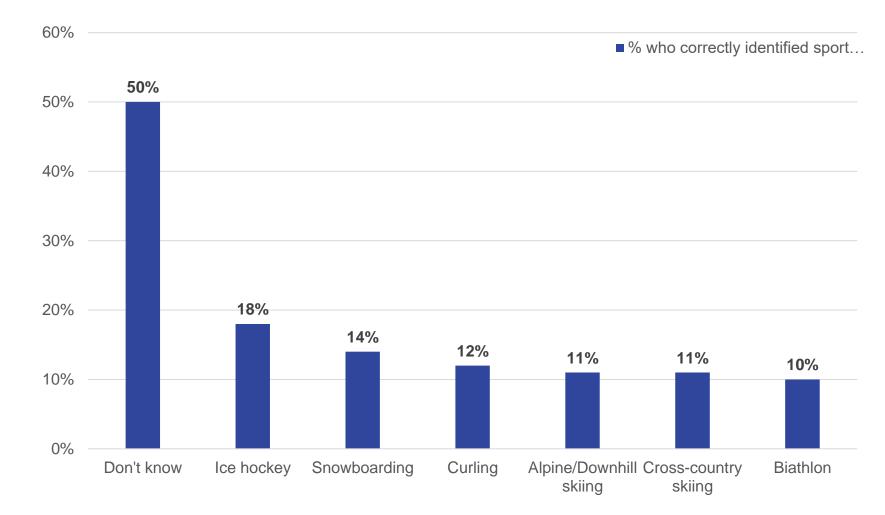
#### Which 6 disciplines will be featured in the Paralympics?

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%).





## PUBLIC PERCEPTIONS

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% Agree

**Global Country** 

% Disagree

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

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ountry Average	52%	48%
China		
Russia	80%	20%
	74%	26%
Poland	70%	30%
India	67%	33%
Saudi Arabia	67%	33%
South Africa	65%	35%
Turkey	58%	42%
Malaysia	57%	43%
Peru	56%	45%
Colombia	55%	45%
Australia	53%	47%
United States	52%	48%
Netherlands	52%	49%
Italy	50%	50%
Brazil	50%	50%
Belgium	50%	51%
Chile	49%	51%
Great Britain	49%	51%
Mexico	49%	52%
Argentina	47%	53%
France	46%	54%
Hungary	46%	54%
Spain	45%	55%
Sweden	43%	57%
Germany	39%	61%
Japan	37%	63%
Canada	35%	66%
South Korea	30%	70%



🖌 % Agree

% Disagree

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

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Global country average	55%	45%
India	74%	26%
Germany	72%	28%
Saudi Arabia	70%	30%
South Africa	66%	34%
China	65%	35%
Malaysia	65%	35%
Spain	64%	36%
Brazil	61%	39%
Netherlands	59%	41%
Great Britain	59%	41%
Australia	58%	42%
Canada	56%	44%
Colombia	55%	45%
Sweden	54%	46%
Italy	52%	48%
Chile	51%	49%
Argentina	51%	49%
Mexico	50%	50%
Japan	49%	51%
Russia	49%	51%
Poland	49%	51%
Belgium	48%	52%
United States	47%	53%
Peru	46%	54%
Turkey	45%	55%
South Korea	42%	58%
France	39%	61%
Hungary	37%	63%



🗧 % Agree

% Disagree

"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"

Global country average	69%	31%
Saudi Arabia	78%	22%
India	76%	24%
Belgium	75%	25%
China	74%	26%
Colombia	74%	26%
Mexico	73%	20%
Peru	73%	27%
Netherlands	72%	28%
Argentina	72%	28%
South Africa	72%	28%
Malaysia	72%	28%
Spain	71%	20%
Brazil	71%	29%
Chile	70%	30%
Australia	69%	31%
Italy	69%	32%
France	68%	32%
Canada	67%	33%
Japan	66%	33%
Russia	66%	34%
Poland	65%	35%
South Korea	65%	35%
United States	65%	35%
Great Britain	64%	36%
Sweden	62%	38%
Turkey	62%	38%
Hungary	61%	39%
Germany	61%	<u> </u>
Germany		40%



#### "There is too much nationalism on display during the Olympics"

Saudi Arabia	77%	23%
Turkey	77%	23%
Brazil	73%	27%
India	73%	27%
Malaysia	72%	28%
Argentina	64%	36%
South Korea	63%	37%
Spain	62%	38%
Peru	62%	38%
South Africa	62%	38%
Netherlands	61%	39%
Colombia	61%	39%
Mexico	61%	39%
China	61%	39%
Chile	56%	44%
Japan	54%	46%
Canada	53%	47%
Belgium	51%	49%
Germany	51%	49%
Australia	50%	50%
Hungary	48%	52%
Great Britain	47%	53%
Russia	46%	54%
Italy	43%	57%
United States	42%	58%
France	41%	59%
Poland	37%	63%
Sweden	35%	65%

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





57%

Global Country Average

43%

#### **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 23<sup>rd</sup> 2021 – January 7<sup>th</sup> 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 <u>not</u> been adjusted to the population size of each country or market and is <u>not</u> 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.

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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.

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# THANK YOU





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