



TOPLINE & METHODOLOGY

Ipsos Winter Olympics Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: February 6-8, 2026
Number of interviews: 1,025

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents

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

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

1. How excited, if at all, are you about the 2026 Winter Olympics in Italy?

	Total (N=1,025)
Extremely excited	5%
Very excited	9%
Somewhat excited	27%
Not too excited	24%
Not at all excited	34%
Skipped	1%
<i>Extremely/Very Excited (net)</i>	<i>14%</i>
<i>Not Too/Not At All Excited (net)</i>	<i>58%</i>

2. Have you, or do you plan to watch, this year's Winter Olympics? Select all that apply.

	Total
Yes, on live TV	30%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	16%
Yes, via clips/highlights afterwards	25%
No, I do not plan to watch	43%
Skipped	1%
<i>Yes (net)</i>	<i>55%</i>





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3. Which of the following Winter Olympic events are your favorite to watch? You may select up to three items.

Base: Selected any "Yes" option in Q2

	Total (N=580)
Figure Skating	44%
Opening Ceremony	25%
Snowboard	19%
Ski Jumping	18%
Ice Hockey	14%
Bobsleigh	13%
Speed Skating	13%
Closing Ceremony	12%
Alpine Skiing	12%
Curling	11%
Luge	10%
Freestyle Skiing	7%
Short Track Speed Skating	5%
Biathlon	3%
Cross-Country Skiing	2%
Skeleton	2%
Nordic Combined	1%
Ski Mountaineering	1%
No preference/Whatever is on	19%
Skipped	*

4. In general, do you prefer to watch:

Base: Selected any "Yes" option in Q2

	Total (N=580)
Individual events	28%
Team events	9%
No preference	62%
Skipped	*





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5. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total
The American team's performance and participation in the Olympics makes me proud to be an American	59%
I watch sports during the Olympics that I would not watch otherwise	58%
If an Olympic event doesn't have an American athlete or team in it, I am less likely to be interested	31%
I will be disappointed if the U.S. doesn't win the most gold medals in this year's Winter Olympics	29%
I have been inspired to try a new sport or pick up an old hobby by watching the Olympics	13%

	Feb 2026 Total (N=1,025)	Feb 2024 Total (N=1,039)
The American team's performance and participation in the Olympics makes me proud to be an American	59%	64%

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

	Feb 2026 Total	Feb 2024 Total
Strongly agree	27%	29%
Somewhat agree	32%	35%
Somewhat disagree	6%	7%
Strongly disagree	10%	5%
Don't know	22%	23%
Skipped	3%	1%
<i>Agree (Net)</i>	<i>59%</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>12%</i>





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5. To what extent do you agree or disagree with the following statements? (Continued)

- b. If an Olympic event doesn't have an American athlete or team in it, I am less likely to be interested

	Total
Strongly agree	12%
Somewhat agree	19%
Somewhat disagree	22%
Strongly disagree	24%
Don't know	19%
Skipped	3%
<i>Agree (Net)</i>	31%
<i>Disagree (Net)</i>	47%

- c. I will be disappointed if the U.S. doesn't win the most gold medals in this year's Winter Olympics

	Total
Strongly agree	9%
Somewhat agree	21%
Somewhat disagree	21%
Strongly disagree	28%
Don't know	19%
Skipped	3%
<i>Agree (Net)</i>	29%
<i>Disagree (Net)</i>	49%

- d. I watch sports during the Olympics that I would not watch otherwise

	Total
Strongly agree	27%
Somewhat agree	31%
Somewhat disagree	9%
Strongly disagree	17%
Don't know	14%
Skipped	3%
<i>Agree (Net)</i>	58%
<i>Disagree (Net)</i>	25%





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5. To what extent do you agree or disagree with the following statements? *(Continued)*

e. I have been inspired to try a new sport or pick up an old hobby by watching the Olympics

	Total
Strongly agree	3%
Somewhat agree	10%
Somewhat disagree	16%
Strongly disagree	51%
Don't know	18%
Skipped	3%
<i>Agree (Net)</i>	<i>13%</i>
<i>Disagree (Net)</i>	<i>67%</i>

6. Is your interest in the Olympics most driven by...

Base: Selected any "Yes" option in Q2

	Total (N=580)
Being a fan of the events and sports featured in the Olympics	33%
National pride and supporting American athletes	22%
Both equally	44%
Skipped	1%

7. Which of the following statements comes closest to your view, even if neither is exactly right?

	Total
I don't think much about political events in the U.S. and around the world when watching the Olympics	61%
It is hard to separate the Olympics from political events happening in the U.S. and around the world	35%
Skipped	4%





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About the Study

This poll was conducted February 6-8, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,025 general population adults age 18 or older.

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 for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. Party ID benchmarks are from the 2025 National Public Opinion Reference Survey (NPORS). The demographic benchmarks came from the 2025 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- 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+)
- Party ID (Republican, Leans Republican, Independent/Other, Democrat, Leans Democrat)

The margin of sampling error is plus or minus 3.2 percentage points for 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 1.06 for all respondents. 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.





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This topline is trended with data from previous Ipsos polls:

- The 2024 poll was fielded February 16-18, 2024 using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,039 general population adults age 18 or older. The margin of sampling error is plus or minus 3.2 percentage points for 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 1.09 for all respondents. More information about this poll can be found [here](#).





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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

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