

# 2026 WINTER OLYMPICS SURVEY

Research & Marketing Strategies, Inc. (RMS) surveyed its RMS ViewPoint research panel in January 2026 to learn about their feelings toward the Winter Olympics taking place in Milan, Italy this February. RMS gathered responses from over 1,000 participants across the United States. Here's what respondents had to share:



3 in 4 people are interested in the 2026 Winter Olympic Games

60% SAID THEY ENJOY  
THE WINTER OLYMPICS  
OVER THE SUMMER  
OLYMPICS (40%)



WHEN ASKED WHY THEY PREFER  
ONE SEASON OVER THE OTHER:

- BETTER COMPETITION
- ENJOY THE WINTER SPORTS BETTER
- LOVE FIGURE SKATING
- SHOWCASE A SPORT I PARTICIPATE IN

74%

shared they will be watching the Winter Olympics

68.8%

shared they will be watching the Winter Olympics on TV

27.8%

shared they will watch the Winter Olympics on streaming services

2.4%

plan to watch through social media clips

52.5% prefer to watch both individual and team events

42.2% prefer to watch individual events

5.1% prefer to watch team events

55.7%  
WILL SPEND  
1-5 HOURS  
WATCHING

21.4%  
WILL SPEND  
6-10 HOURS  
WATCHING

15.1%  
WILL SPEND  
10+ HOURS  
WATCHING

7.6%  
WILL SPEND  
<1 HOUR  
WATCHING

73%  
PLAN TO  
DISCUSS THE  
GAMES WITH  
OTHERS

## TOP 3 FAVORITE WINTER OLYMPICS SPORTS TO WATCH



## MOTIVATION TO WATCH THE WINTER OLYMPICS

42.2%  
FOR ENTERTAINMENT



21.4%  
NATIONAL  
PRIDE



23.9%  
LOVE OF  
WINTER  
SPORTS