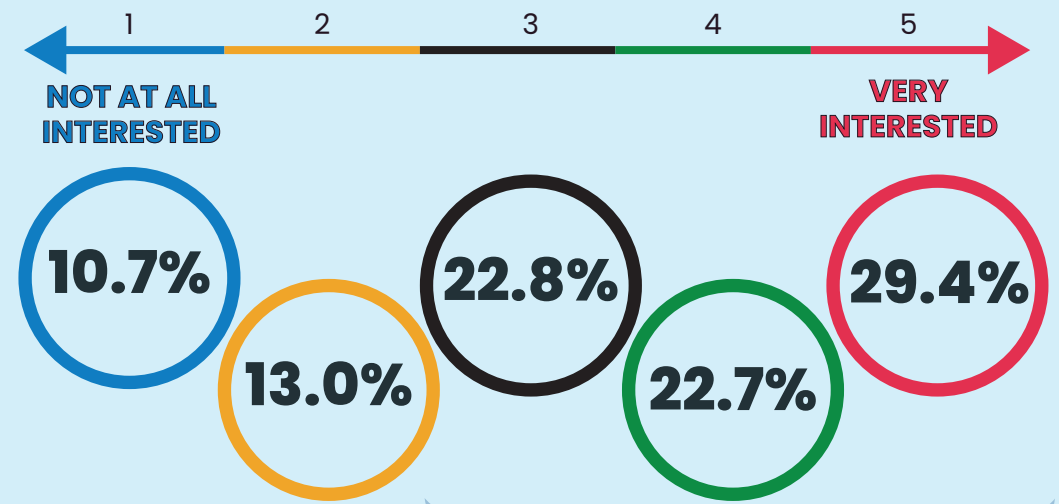


2026 WINTER OLYMPICS SURVEY

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:

WHEN ASKED HOW INTERESTED ARE YOU IN THE UPCOMING 2026 WINTER OLYMPICS?



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

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

52.5% prefer to watch both individual and team events

42.2% prefer to watch individual events

5.1% prefer to watch team events