



# RUSHIN' TO THE FINISH LINE FOR THE 2014 WINTER GAMES

OCTOBER 2013

Hat-tricks, quadruple toe-loops, halfpipes, and biathletes. The Winter Olympics are just a few months away. And this time the Games of ice and snow are coming to Russia, with love. Or is it Canada again? Or was it Korea? Who knows for sure?

Indeed, the 2014 Games will be in Russia. This coming February, the Black Sea resort of Sochi will host the XXII Olympic Winter Games. But the overall results of our eNation survey conducted in September 2013 show that only four in ten Americans know that the 2014 Winter Olympics will be held in Sochi, Russia. Slightly more (43%) said they have no idea where the Games will be held.

Where are the 2014 Winter Olympic Games going to be held? (Select one)

	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	>\$50K+	Yes	No	Yes	No
Sochi, Russia	40	46	34	39	41	39	33	45	41	39	41	38
Tokyo, Japan	12	10	13	9	11	14	10	13	14	11	12	11
Vancouver, Canada	3	2	4	6	3	2	3	3	3	3	3	3
PyeongChang, South Korea	2	2	2	3	2	2	3	2	1	3	3	2
I have no idea	43	40	46	44	44	42	51	37	40	44	41	46

It seems it would take a miracle to get Americans interested in watching the U.S. hockey team push for gold. Not necessarily because they aren't cheering on the red, white and blue. But the time difference between Russia and North America – 9 hours between Sochi and the East Coast, 12 to the West Coast – is making it less of a viewing priority. Compared to more recent Games in Salt Lake City and Vancouver, which put the gold medal game in prime time, 3:00 am is an early morning wake-up call! And with the viewing options today, Americans can easily record or look for an Olympic event on their mobile devices.

So it's not too surprising that slightly less than 20% indicate they would wake up at 3:00 am to watch the U.S. hockey team play live for a gold medal. Men, middle-aged respondents, upper income, married and those with children are most likely to say they would watch live. But this is still nowhere near the 61% who watched the 'Miracle on Ice' live from the 1980 Games in Lake Placid.

Would you wake up at 3:00 am to watch the U.S. hockey team play for the gold medal live on television?

	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	>\$50K+	Yes	No	Yes	No
No	81	74	87	81	78	84	86	77	76	83	77	85
Yes	19	26	13	19	22	16	14	23	24	17	23	15



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America has a lot of famous winter Olympians – Dorothy Hamill, Eric Heiden, Bonnie Blair, Apolo Anton Ohno, Lindsey Vonn, and Shaun White to name but a few. But what if the everyday American were to take to the ice and snow themselves? When given a choice of Winter Olympic sports to try, Americans certainly didn't select the safest event listed. Although you probably won't get a serious curling injury, a plurality of respondents preferred bobsledding (44%) as the sport they'd try. Although bobsledding might seem tame when compared to ski jumping (chosen by 10% of respondents).

**If you had to try one of the following Winter Olympic sports, which one would you try if given the opportunity? (Select one)**

	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	<\$50K+	Yes	No	Yes	No
Bobsled	44	49	38	39	45	46	44	43	38	45	43	44
Figure skating	23	8	37	23	21	26	22	24	23	23	24	22
Curling	23	28	18	18	28	23	23	23	25	23	26	21
Ski jump	10	14	6	19	7	5	10	10	13	9	8	13

While the Olympic Games are rich in tradition – the torch relay, the parade of nations, the official opening by the head of state, the medal ceremonies, and the pageantry of the opening ceremony – some people feel the Olympics could do with a bit of a 'cool' makeover, like ESPN's edgier and more extreme Winter X Games. Over half of Americans think adding some X Games sport events to future Winter Olympics is a good idea. Young adults and those with children are particularly likely to want X Games sports added in future Olympics.

**Should any X Games, such as SuperPipe skiing and snowmobiling or snowskating be added to Olympic sports events in the future?**

	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-54	55+	<\$50K	<\$50K+	Yes	No	Yes	No
Yes	56	54	58	64	59	46	60	53	70	51	54	59
No	44	46	42	36	41	54	40	47	30	49	46	41

Thoughts and ideas from Ipsos Public Affairs to stimulate your understanding of public opinion and consumer attitudes.



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## Methodology

Each week Ipsos U.S. eNation online omnibus completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate. Ipsos U.S. eNation online omnibus survey results are tabulated by two standard demographic banners.

### A. GENDER, AGE, HOUSEHOLD INCOME, REGION

### B. CHILD IN HOUSEHOLD, EDUCATION, EMPLOYMENT STATUS, MARITAL STATUS, RACE

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

“Because eNation is fielded seven days a week, you can measure public opinion and consumer attitudes any time – quickly and affordably.”



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To request complimentary access to this study, or to learn more about eNation, please contact us.

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