



Four in ten Scots will be watching the Winter Olympics – with the main focus on skiing, figure skating, bobsleigh and curling

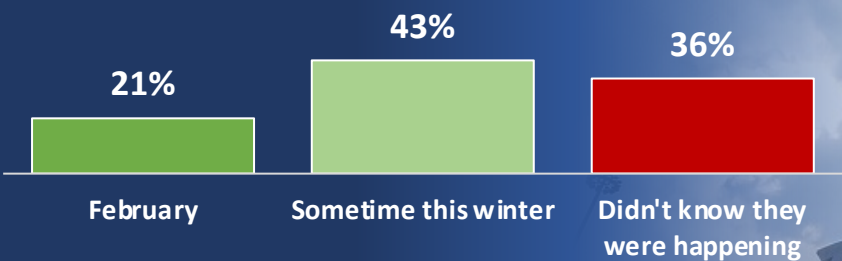
In the first wave of our nationally representative survey of over 1,000 Scottish adults from 56 Degree Insight, 'Scotland's Viewpoint', with the Winter Olympics due to begin in early February – the Opening Ceremony is on Friday in Beijing, we were keen to understand levels of interest in the event amongst the Scottish population.

For some major international sporting events, awareness that they are on the near horizon tends to be high. In particular, the media hype in advance of football's male World Cup tournament – held every four years – is always going to result in high levels of pre-tournament awareness. This is also generally the case in advance of the Summer Olympics, also held every four years. But what about its winter equivalent – the Winter Olympics?

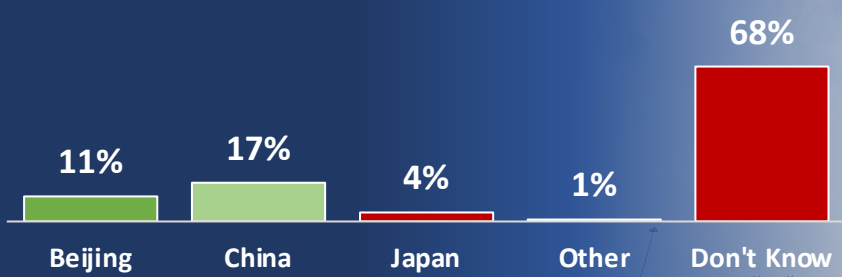
In many respects, it would seem that awareness levels were relatively high amongst the Scottish adult population: just under two thirds of knew the Winter Olympics would be happening at some point this winter (64%), and indeed 21% knew they were being held in February. Just over a third didn't know they were being held this winter at all. Levels of awareness were highest amongst those in the AB socio-economic group (75%), those aged 45-64 years (71%) and men (70%). On the other hand, awareness was lower amongst the under 35s (53%), women (58%) and those in the DE grouping (59%).

64% of Scottish adults were aware of the upcoming Winter Olympics, but only 28% knew they were being hosted in China

When are the Winter Olympics being held?



Where are the Winter Olympics being hosted?



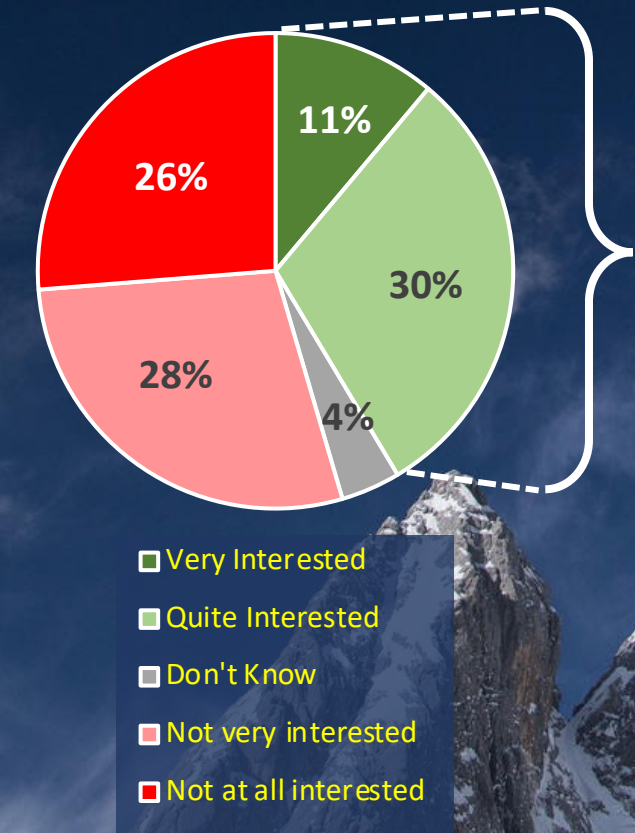
Source: Scotland's Viewpoint from 56 Degree Insight: Nationally representative survey of 1,010 Scottish adults 14th-16th January 2022

When asked if they knew where they were being held, levels of awareness were fairly low when we polled the population in mid January. Clearly, with the Opening Ceremony happening on Friday, awareness levels will now have increased, but two weeks ago, almost seven in ten didn't know (68%) and again this was highest amongst the under 35s (84%) and women (77%). Some 17% correctly identified China as the host country and a further 11% were even more specific, mentioning Beijing as the host city. The same groups who had been aware that the Winter Olympics were happening at all, were also more likely to know the location – a quarter of Scottish males mentioned China (25%) and a further 13% were able to cite Beijing. Awareness of the location was highest overall amongst the 45-54 and 65+ age groups however (41% in each case). Japan's hosting of the 2020 Summer Olympics (held in 2021) has obviously resulted in some confusion – as 4% of Scots assumed that this would also be the location of the Winter Olympics. from mid January levels.

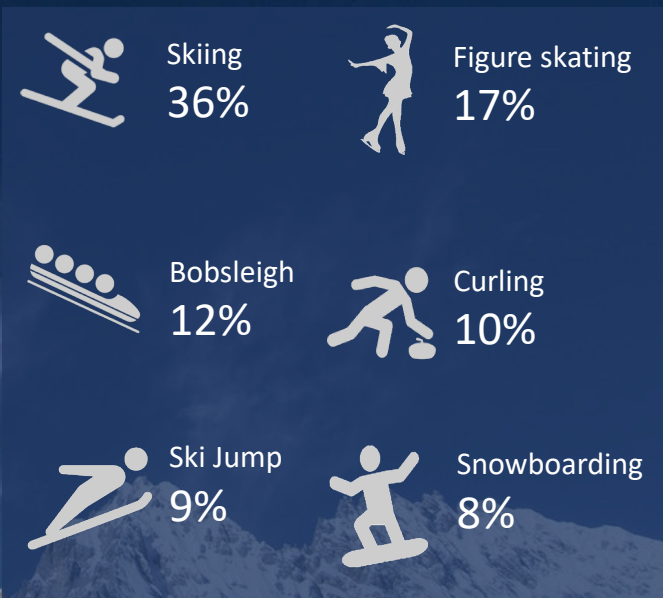
So how likely are we to watch any of the Winter Olympics this year – on television, online etc? As can be seen below, just over four in ten of us will be interested in watching at least some of the events (41%) – and one in 9 Scots describe themselves as ‘very interested’. Interestingly however, if anything women are more interested than men – despite lower levels of claimed awareness of the event (44% of women interested compared with 38% of men). Across the different age groups, there are no major differences other than those aged 55-64 years are most likely to claim to be interested in watching (46%).

41% of Scots are interested in watching the Winter Olympics – especially skiing, figure skating, bobsleigh and curling

How interested in watching the Winter Olympics?




Which sports will you follow?



Source: Scotland's Viewpoint from 56 Degree Insight: Nationally representative survey of 1,010 Scottish adults 14th-16th January 2022

And amongst the 41% of us who are interested, what are the sports and events that we are most likely to follow? In summary, we are interested in a wide range of events, though the headline event of Downhill skiing is, by some distance, the most popular with 36% who are interested overall likely to follow this sport. Standing on its own in second place is Ice Skating – 17% of us with an interest in the Olympics, will be following this. This is the one event with a clear gender difference – likely to be followed by 27% of women compared to 6% of men. Bobsleigh is the third most popular event with 12% of those interested in the Olympics likely to follow this sport. Curling is Number 4 in terms of popularity (10%) – perhaps reflecting the Scottish interest with both male and female events being contested by Scots, whilst the drama of the Ski Jump makes it Number 5 at 9%.

If you are one of those looking forward to the Winter Olympics, whatever your sport, happy viewing!



Scotland's
Viewpoint

Scotland's Viewpoint is a new, regular survey of 1,000 Scots – statistically representative of the Scottish adult population. It is conducted online over the course of 3 days. The first wave of the survey ran from over the weekend of 14th-17th January and future waves will be run at least quarterly. As well as some key tracking questions about Scottish public opinion, we also offer space on the survey for client-confidential polling of the Scottish population. Please get in touch with either Jim or Duncan for more information:

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