

Survey: Wide generational gap over potential Olympic protests

Millennials in the United States are nine times more likely to watch more of the Olympics if U.S. athletes engage in social or political protests in Tokyo compared to members of the baby boomer generation, according to a new survey from Kantar Sports Monitor.

Athlete protests of ongoing racial and social justice issues have become an increasingly common part of sports during the past year and a half, but these will be the first Olympic Games since the rise in those demonstrations.

In an online poll of 500 people age 18 and over conducted last week by Kantar, a data and analytics firm, 36% of millennials said they would watch more of the Games if athletes raise a fist or take a knee and 18% said they'd watch less. Among baby boomers, 4% said they'd watch more and 48% said they'd watch less.

"To be relevant to younger audiences you almost have to step into that area," said Ryan McConnell, head of Kantar Sports Monitor subscription service, who added that his firm will continue tracking that data throughout and after the Games.

Summer Plans

Looking forward to watching in next 3-6 months	Percentage of sports fans agree	Percentage of U.S. 18+
The start of the NFL	57%	39%
The Summer Olympics	50%	41%
The NBA Finals	36%	25%
The start of the NCAA football season	35%	24%
The Stanley Cup Final	27%	18%

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Which of the following sports-related activities would you personally feel comfortable participating in today?

Response	Percentage of sports fans agree	Percentage of U.S. 18+
Watching a sporting event at a get-together at your home or a friend's home	66%	58%
Watching a sporting event that is held outside (outdoor stadium)	65%	54%
Watching a sporting event at a bar or restaurant	46%	37%
Watching a sporting event that is held inside (indoor arena)	41%	34%
Working out in a crowded gym	27%	21%

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The survey also polled fans on other matters related to the Olympics and the return of sports (see table):

Percentage of adult U.S. sports fans who are looking forward to this year's Olympics:

- More than previous Games: 40%
- Less than previous Games: 8%
- No difference: 52%

Percentage of adult U.S. sports fans who want the Games to proceed: 59%

Percentage of adult U.S. sports fans who believe the Games should be postponed or canceled: 41%

Percentage of adult U.S. sports fans who plan to watch the Olympics ...

- 29%: "As much as I can"
- 25%: "A lot"
- 30%: "Some"
- 10%: "Not very much"
- 6%: "Not at all"