

A person in a hooded jacket stands on a glacier, looking out over a vast, snow-covered landscape. The scene is dimly lit, suggesting dawn or dusk, with the horizon line visible in the distance.

SNOW LOSS

PUBLIC OPINION IN 7 COUNTRIES
CALLS FOR FOSSIL FUEL AD BAN
IN WINTER SPORTS

"I URGE EVERY COUNTRY TO BAN ADVERTISING FROM FOSSIL FUEL COMPANIES. AND I URGE NEWS MEDIA AND TECH COMPANIES TO STOP TAKING FOSSIL FUEL ADVERTISING."

ANTÓNIO GUTERRES, SECRETARY-GENERAL OF THE UNITED NATIONS.



New Weather Institute UK and Sweden
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Image page 1: Mihnea Stoian/Unsplash

SNOW LOSS

THE WORLD OF SPORT IS WAKING UP TO ITS IMPACT ON THE GLOBAL CLIMATE. MAJOR EVENTS CAUSE LARGE EMISSIONS, SOMETIMES EQUAL TO THOSE OF SMALL NATIONS. IN TURN SPORT IS BEING DISRUPTED AND ATHLETES ENDANGERED BY THE EXTREME WEATHER FUELLED BY CLIMATE POLLUTION.

ADDRESSING POLLUTION FROM EVENTS IS IMPERATIVE. BUT EMISSIONS CAUSED BY THE PROMOTION AND ADVERTISING OF HIGH CARBON SPONSORS HAS BECOME A BLIND SPOT.

SPORTS SPONSORSHIP IS JUST ADVERTISING BY ANOTHER NAME.

IN THIS BRIEFING WE PRESENT THE RESULTS OF OPINION POLLS IN SEVEN COUNTRIES, ASSESSING THE PUBLIC CONCERN FOR LOSS OF SNOW AND ICE AS WELL AS ATTITUDES TO HIGH-CARBON ADVERTISING IN WINTER SPORTS.

The survey was conducted between November 2025 and January 2026 by the polling company Novus on behalf of the New Weather Institute UK and Sweden, Klimakultur in Norway and the Canadian Association of Physicians for the Environment (CAPE) in Canada.

KEY FINDINGS

This briefing outlines the results from opinion polls in seven countries regarding concern for snow loss and whether winter sports in general should stop advertising fossil fuel companies and other high carbon polluters. Additionally the respondents were asked specifically if the Winter Olympic Games should stop such advertising.

The survey was conducted in Canada, France, Italy, Germany, Norway, Sweden and United Kingdom. The key findings are:

- Snow loss is an issue of concern in all of the countries surveyed. All countries polled show that a clear majority of their population, 52–67 percent, to a high extent are concerned about the loss of snow and ice due to global warming.
- Across all countries there is strong opposition to fossil fuel advertising in winter sports, ranging from 61 percent in Norway (a major oil producer) to 83 percent in France.
- People who are interested in winter sports generally show a stronger opposition to high-carbon advertising.
- Concern is especially high in Italy, where the 2026 Winter Olympic Games are held, and in France, the host country for the Games in 2030. Two thirds (67 percent) state that they are concerned to a very or fairly high extent.
- A large majority in all countries except Norway want the Olympic games to stop advertising high-carbon polluters such as Eni, a sponsor of the 2026 Games in Italy. In Norway 51 percent of the population agrees that such advertising should stop.
- On this question France also has the highest level of agreement for a ban at 74 percent, whilst in Italy nearly two thirds, 64 percent, agreed such deals should end.

PUBLIC ATTITUDES

One week ahead of the Milano Cortina 2026 Winter Olympics, new polling of several leading winter sport nations across Europe and Canada, reveals high public concern over the loss of snow due to global heating, and large majorities in favour of the Olympics and winter sports banning fossil fuel advertising.

Fans of winter sports are particularly critical of winter sports advertising polluting companies; this is the case in France, Italy, Sweden, Canada, Germany and the UK.

Over two thirds of people (67%) in both the current and next host countries for the Winter Olympics, Italy and France are concerned about the loss of snow due to global warming.

People in France – set to host the Winter Olympics in 2030 – are particularly critical of winter sports being used to promote heavily polluting companies, with 83 percent agreeing that they should stop such advertising. In Italy, host of the 2026 games, the support is also very strong, almost 8 out of 10 (77%) agreed such deals should end.

Polling was conducted by the agency Novus on behalf of the New Weather Institute UK & Sweden, the Canadian Association of Physicians for the Environment and Klimakultur. The countries polled were: France, Italy, Canada, Norway, United Kingdom, Sweden, and Germany.

A large majority in all of these countries except Norway (a major oil producer) want the Olympic games and winter sports in general to stop advertising high-carbon companies. The Olympic Winter Games in Italy are sponsored by the oil major Eni.

On the question of whether the Winter Olympics specifically should stop advertising oil companies like Eni, France also has the highest level of agreement at 74 percent, whilst in Italy nearly two thirds people, 64 percent, agreed.

FANS IN PARTICULAR WANT ACTION FROM WINTER SPORTS

In almost all countries polled, those interested in winter sports are particularly critical of winter sports advertising high carbon companies. In France almost 9 out of 10 (86%) of those who enjoy watching and following winter sports want such sports to stop advertising high carbon companies. In Germany the figure for fans is almost 8 out of 10 (78%) who want such forms of promotion to stop, while three quarters of people feel the same way in Canada (74%). In current Olympic hosts Italy, 7 out of 10 winter sports fans (68%) think that the Winter Olympics specifically should stop advertising oil companies like Eni.

CONCERN ABOUT SNOW AND ICE LOSS

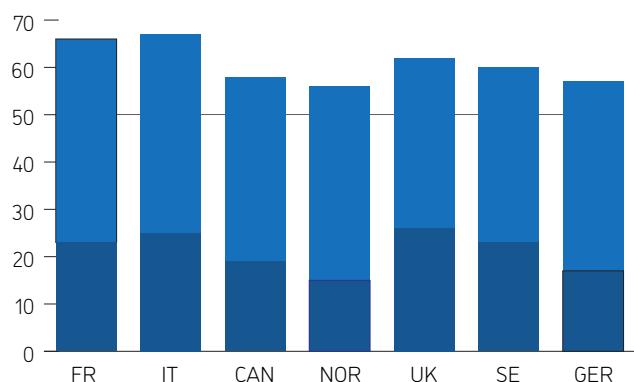
Fear for snow and ice loss due to global warming is especially high, over two thirds (67%), in both the current and next host countries for the Winter Olympics, Italy and France.

All other countries polled show a clear majority of their populations with a high extent of concern about the loss of snow and ice due to global warming: UK (62%), Sweden (60%), Canada (59%), Germany (57%), Norway (56%).

Figure 1

Question: "To what extent are you concerned about the reduction in snow cover and ice due to global warming?

 Fairly concerned
 Very concerned



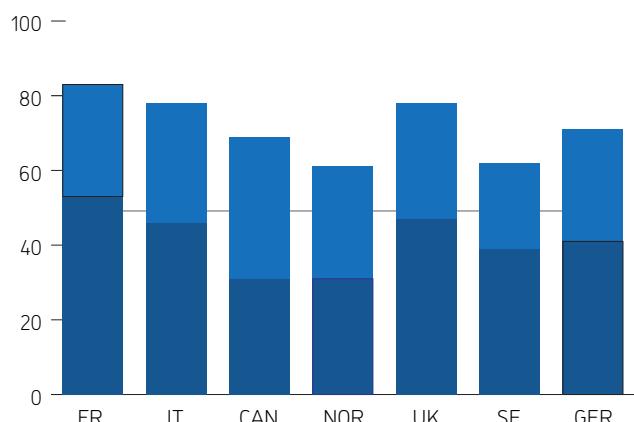
BAN ON FOSSIL FUEL ADS IN WINTER SPORTS

Even larger proportions of the general public in countries polled believe that winter sports organisations and events should stop advertising companies that cause large greenhouse gas emissions contributing to global warming, for example through sponsorship deals. This opinion is strongest in the country set to host the next Winter Olympics in 2030, France where a full 83 percent agreed that the promotion of such polluting companies should end. Next highest in support were people in current Olympic hosts, Italy (77%) and the UK (77%).

Figure 2

Question: "To what extent do you agree with the following statement? Organisations and events in winter sports should stop advertising companies that cause large greenhouse gas emissions contributing to global warming.

 To a very high extent
 To a fairly high extent



Opinion was strongly in favour of winter sports ending the promotion of climate polluting companies in all other countries polled: Germany (71%), Canada (69%), Sweden (63%), and Norway (61%).

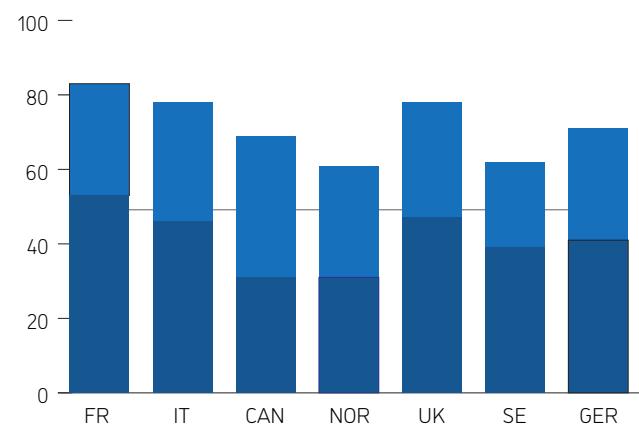
BAN ON FOSSIL FUEL ADS IN OLYMPIC WINTER GAMES

When asked whether the Winter Olympics should stop advertising oil companies like Eni - sponsor of the current Milano Cortina 2026 Winter Olympics - again majorities in every country agreed, with the highest level support to end such deals coming from the hosts of the next Games in 2030, France, where 74 percent agreed. In Italy, host of the current games, still nearly two thirds, 64 percent, agreed such deals should end.

Figure 3

Question: "The 2026 Winter Olympics in Italy advertises, among other things, the major oil company Eni, because the company is a sponsor. To what extent do you agree with the following statement? The Winter Olympics should stop advertising for oil companies like Eni."

 To a very high extent
 To a fairly high extent



Clear majorities in nearly all other countries polled also agreed that the Winter Olympics should not promote oil companies like Eni: UK (69%), Germany (65%), Canada (59%), Sweden (59%), Norway (51%).

FANS IN PARTICULAR WANT WINTER SPORTS TO STOP ADVERTISING FOSSIL FUELS

Of all the respondents those who identified as fans - people who enjoy watching or taking part in winter sports - are particularly critical of those sports advertising climate polluting companies and think such deals should be dropped. The polling showed fans wanting an end to climate polluter sponsorship deals (including all the three groups who are either interested in following winter sports in the media or who enjoy skiing or other winter sports): In France 86%, UK 85%, Italy 81%, Germany 78%, Canada 74%, Sweden 66% and Norway - 62%.

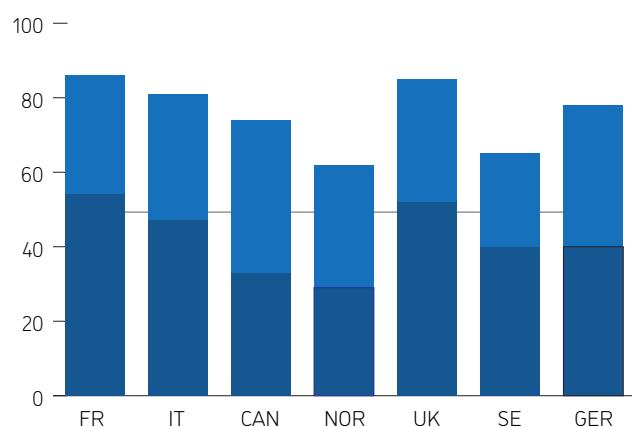
Similarly, fans of winter sports were also more likely to want the Winter Olympics specifically to stop advertising oil companies like Eni, sponsors of the 2026 Games:

In France, the next host of the Games after Italy, over three quarters of winter sports fans (78%) want the Winter Olympics to stop advertising oil companies like Eni. In Italy over two thirds of fans (68%) want the Winter Olympics to stop advertising oil companies like Eni.

Figure 4, Winter sports fans

Question: "To what extent do you agree with the following statement? Organisations and events in winter sports should stop advertising companies that cause large greenhouse gas emissions contributing to global warming.

- To a very high extent
- To a fairly high extent



ABOUT THE SURVEY

Interviews were conducted by the polling company Novus and its partners in December 2025 and January 2026. The survey was done in France, Italy, Canada, Norway, United Kingdom, Sweden, and Germany. The questions asked in the polling were the following:

1. Which of the following apply to you when it comes to winter sports?
 - a. I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news)
 - b. I enjoy skiing
 - c. I enjoy doing other types of winter sports
 - d. None of these apply to me
 - e. Don't know
2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?
 - a. To a very high extent
 - b. To a fairly high extent
 - c. To a fairly low extent
 - d. To a very low extent
 - e. Don't know
3. To what extent do you agree with the following statement? Organisations and events in winter sports should stop advertising companies that cause large greenhouse gas emissions contributing to global warming.
 - a. Strongly agree
 - b. Partly agree

- c. Partly disagree
- d. Strongly disagree
- e. Don't know

4. The 2026 Winter Olympics in Italy advertises, among other things, the major oil company Eni, because the company is a sponsor. To what extent do you agree with the following statement? The Winter Olympics should stop advertising for oil companies like Eni.

- a. Strongly agree
- b. Partly agree
- c. Partly disagree
- d. Strongly disagree
- e. Don't know

In each country over 1,000 persons were interviewed. The result is post-stratified, ie. subsequently weighted against known population figures in order to correct any distortions in the sample compared with the target population. The size of the margin of error depends on the proportion that responds and the number of interviews that have been conducted. Below are examples of error margins for different outcomes in the survey: 1 000 interviews:

At turn-out 20/80: +/- 2,5%

At turn-out 50/50: +/- 3,1%

The survey in Sweden was conducted via web interviews in Novus' randomly recruited Sweden panel, which guarantees representative results. This means that the results are generalisable to the target population. The surveys in UK, France, Italy, Germany, Canada and Norway were conducted via web interviews by a close partner to Novus.

| Country | Interviews | Interview period, 2025/2026 |
|----------------|------------|-----------------------------|
| France | 1,045 | 6–16 December |
| Italy | 1,046 | 6–15 December |
| Canada | 1,072 | 22 December to 5 January |
| Norway | 1,077 | 22 December to 4 January |
| United Kingdom | 1,054 | 6–16 December |
| Sweden | 1,028 | 27 November to 3 December |
| Germany | 1,031 | 6–16 December 2025 |

The survey was conducted by the polling company Novus on behalf of the New Weather Institute UK and Sweden, Klimakultur in Norway and the Canadian Association of Physicians for the Environment (CAPE) in Canada. The purpose of the survey is to examine the target group's attitude towards fossil sponsorship in sport events in general

and in particular of the 2026 Winter Olympics in Italy. The full polling results are available on request and on newweather.se/poll

More information about climate impacts of the high carbon sponsorships of the Winter Olympic Games 2026 can be found in the new report [Olympics Torched](#).