

# FOSSILE SPONSORSHIP WINTER OLYMPICS

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# BACKGROUND AND IMPLEMENTATION

## BACKGROUND

The survey was conducted by Novus on behalf of the New Weather Institute. The purpose of the survey is to examine the target group's attitude towards fossil sponsorship in sport events in general and in particular the 2026 Winter Olympics in Italy.

## RESULTS

The results are delivered in a chart report. Marked significant differences in the report (gender, age) are in comparison with the total. A *significant difference means that a value in a subgroup, e.g. gender, deviates from the total value to such an extent that it cannot be seen as random.*

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.

## IMPLEMENTATION

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	Number of interviews	Field period 2025 & 2026
Sweden	1028	27 <sup>th</sup> November – 3 <sup>rd</sup> December
UK	1054	6-16 <sup>th</sup> December
France	1045	6-16 <sup>th</sup> December
Italy	1046	6-15 <sup>th</sup> December
Germany	1031	6-16 <sup>th</sup> December
Norway	1077	22 <sup>nd</sup> December 2025 – 4 <sup>th</sup> January 2026
Canada	1072	22 <sup>nd</sup> December 2025 – 5 <sup>th</sup> January 2026

## TARGET GROUP

The general public in Sweden, UK, France, Italy, Germany, Norway and Canada.



Age:  
18-84 yrs

## MARGIN OF ERROR

The margin of error is a measure of the uncertainty in an estimate of a parameter. 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:

For 1 000 interviews:  
At turn-out 20/80: +/- 2,5%  
At turn-out 50/50: +/- 3,1%



# KEY RESULTS ALL COUNTRIES

KEY RESULTS	SWEDEN		UK		FRANCE		ITALY		GERMANY		NORWAY		CANADA	
<b>Interest in winter sports - Netto</b>	Interested	Not interested												
	71%	28%	53%	45%	58%	39%	61%	36%	44%	53%	72%	28%	78%	21%
	High extent	Low extent												
	60%	38%	62%	33%	67%	29%	67%	30%	57%	40%	56%	41%	59%	38%
	Agree	Disagree												
	63%	23%	77%	11%	83%	9%	77%	15%	71%	16%	61%	25%	69%	21%
<b>Attitude towards fossil sponsorship in winter sports</b>	Agree	Disagree												
	59%	23%	69%	18%	74%	15%	64%	23%	65%	20%	51%	33%	59%	29%
<b>Attitude towards fossil sponsorship in the Winter Olympics</b>	Agree	Disagree	-	-	-	-	-	-	-	-	-	-	-	-
	62%	23%	-	-	-	-	-	-	-	-	-	-	-	-
<b>Attitude towards fossil sponsorship in the World Ski Championships in Falun</b>	-	-	-	-	-	-	-	-	-	-	Agree	Disagree	Agree	Disagree
	-	-	-	-	-	-	-	-	-	-	55%	32%	52%	36%
Base:	n=1028		n=1054		n=1045		n=1046		n=1031		n=1077		n=1072	

# KEY RESULTS ALL COUNTRIES

KEY RESULTS	SWEDEN		UK		FRANCE		ITALY		GERMANY		NORWAY		CANADA	
<i>Interest in winter sports – Netto</i>	Interested	Not interested												
<i>To what extent are you concerned for reduction in snow and ice due to global warming?</i>	71%	28%	53%	45%	58%	39%	61%	36%	44%	53%	72%	28%	78%	21%
	High extent	Low extent												
	60%	38%	62%	33%	67%	29%	67%	30%	57%	40%	56%	41%	59%	38%
<i>Agree/disagree with statement: Organisations and events in winter sports should stop advertising companies that cause large greenhouse gas emissions contributing to global warming.</i>	Agree	Disagree												
	63%	23%	77%	11%	83%	9%	77%	15%	71%	16%	61%	25%	69%	21%
<i>Agree/disagree with statement: The Winter Olympics should stop advertising for oil companies like Eni.</i>	Agree	Disagree												
	59%	23%	69%	18%	74%	15%	64%	23%	65%	20%	51%	33%	59%	29%
Base:	n=1028		n=1054		n=1045		n=1046		n=1031		n=1077		n=1072	

# COMPARISON BETWEEN COUNTRIES

## Which of the following apply to you when it comes to winter sports? (Netto: Interested in winter sport)

- *Canada* (78%) is clearly the highest and is significantly higher than all other countries.
- *Norway* (72%) and *Sweden* (71%) are also very high — both are significantly higher than *France* (58%), *Germany* (44%), *Italy* (61%) and the *UK* (53%), but lower than *Canada* (78%). (*Norway* and *Sweden* do not differ significantly from each other.)
- *Germany* is the lowest (44%), significantly below all other countries.
- Mid-tier: *Italy* (61%) and *France* (58%) sit above *Germany* (44%) and the *UK* (53%), but below *Norway/Sweden/Canada*.
- The *UK* (53%) is relatively low — above *Germany*, but below all other countries.

## Concern about reduced snow/ice due to global warming (HIGH EXTENT)

- France and Italy are highest (both 67%) — significantly higher than Germany (57%), Norway (56%), Canada (59%), and Sweden (60%). (No significant difference between France and Italy.)
- The UK is also relatively high (62%) — significantly higher than Germany (57%), Norway (56%), and Canada (59%), but significantly lower than France/Italy (67%). (No significant difference vs Sweden, 60%.)
- Germany (57%) and Norway (56%) are the lowest concern markets — both are significantly lower than France (67%), Italy (67%), the UK (62%), and Sweden (60%).

# COMPARISON BETWEEN COUNTRIES

## Agreement that winter sports organisations/events should stop advertising high-greenhouse gas companies (AGREE)

- *France* has the highest agreement (83%) — significantly higher than all other countries.
- *Italy* and the *UK* are also high (both 77%) — significantly higher than *Germany* (71%), *Norway* (61%), *Canada* (69%) and *Sweden* (63%), but lower than *France* (83%). (*Italy* and the *UK* do not differ significantly from each other.)
- *Norway* (61%) and *Sweden* (63%) are the lowest agreement markets — both are significantly lower than *France* (83%), *Italy* (77%) and the *UK* (77%). (No significant difference between *Norway* and *Sweden*.)
- *Germany* (71%) and *Canada* (69%) sit mid-level — both are below the top group (*France/Italy/UK*), and above the lowest group (*Norway/Sweden*), with *Germany* significantly higher than *Sweden* (63%).

## Agreement that the Winter Olympics should stop advertising oil companies like Eni (AGREE)

- *France* shows the strongest support (74%) — significantly higher than all other countries.
- The *UK* is the next highest (69%) — significantly higher than *Norway* (51%), *Canada* (59%) and *Sweden* (59%), but lower than *France* (74%).
- *Germany* (65%) and *Italy* (64%) are mid-high — both are significantly higher than *Norway* (51%), *Canada* (59%) and *Sweden* (59%), but below *France* (74%). (*Germany* and *Italy* do not differ significantly from each other.)
- *Norway* is the clear low-support outlier (51%) — significantly lower than every other country.

# RESULTS

## NORWAY



# INTEREST IN WINTER SPORTS

FRÅGA: 1. Which of the following apply to you when it comes to winter sports?

Multiple answers possible

**Significant differences compared to the total.**

The following subgroups respond to a higher degree:

**I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (50%)**

- Gender - Male (56%)
- Age - 65+ yrs (72%)

**I enjoy skiing (44%)**

- Age - 18-34 yrs (50%)

**I enjoy doing other types of winter sports (13%)**

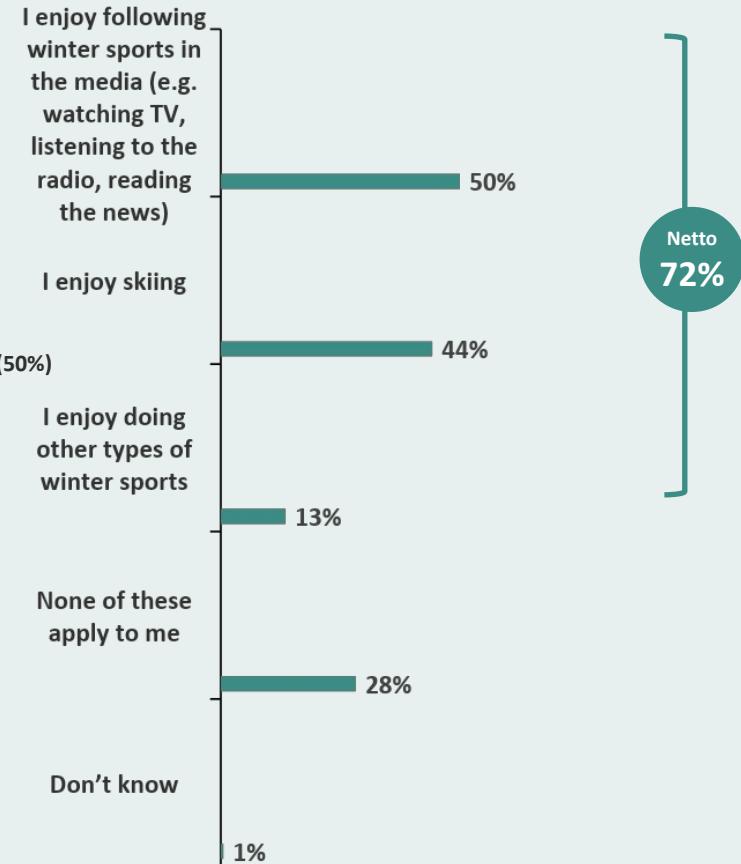
- Age - 18-34 yrs (21%)

**None of these apply to me (28%)**

- Age - 18-34 yrs (35%)
- Age - 35-49 yrs (33%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (33%)

**Netto: Interested in winter sport (72%)**

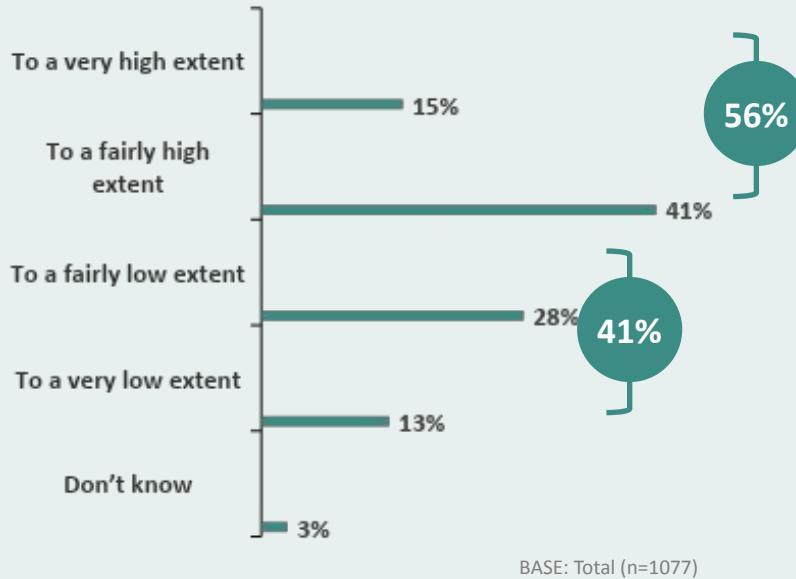
- Age - 65+ yrs (82%)



BASE: Total (n=1077)

# CONCERN FOR REDUCTION IN SNOW AND ICE DUE TO GLOBAL WARMING

FRÅGA: 2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?



Significant differences compared to the total. The following subgroups respond to a higher degree:

## HIGH EXTENT (56%)

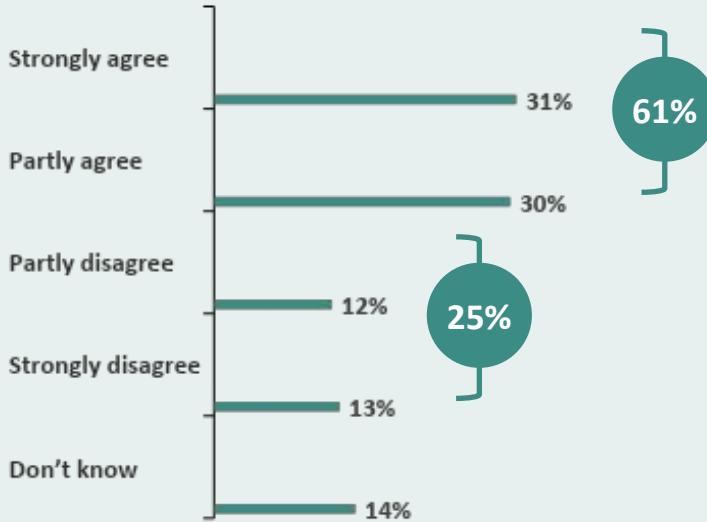
- Gender - Female (62%)
- Age - 18-34 yrs (62%)
- When it comes to winter sports - enjoys skiing (68%)
- When it comes to winter sports - enjoys doing other types of winter sports (66%)

## LOW EXTENT (41%)

- Gender - Male (47%)
- Age - 50-64 yrs (47%)
- When it comes to winter sports - None of these apply to me (48%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN WINTER SPORTS

FRÅGA: 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.



BASE: Total (n=1077)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (61%)

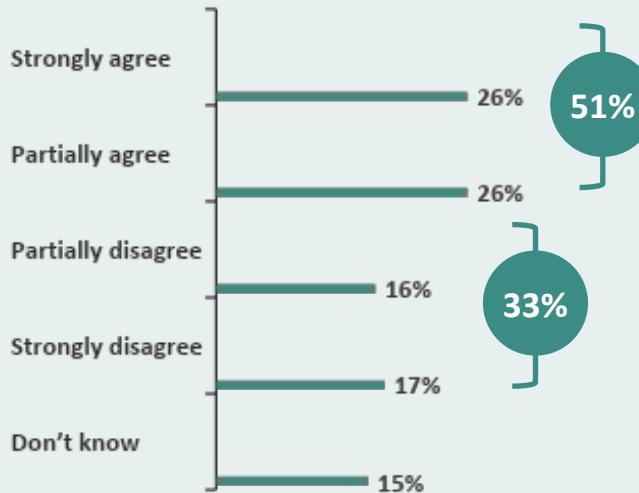
- Gender - Female (70%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (78%)

## DISAGREE (25%)

- Gender - Male (36%)
- When it comes to winter sports - enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (30%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (42%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WINTER OLYMPICS

FRÅGA: 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.



BASE: Total (n=1077)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (51%)

- Gender - Female (58%)
- Age - 18-34 yrs (57%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (68%)

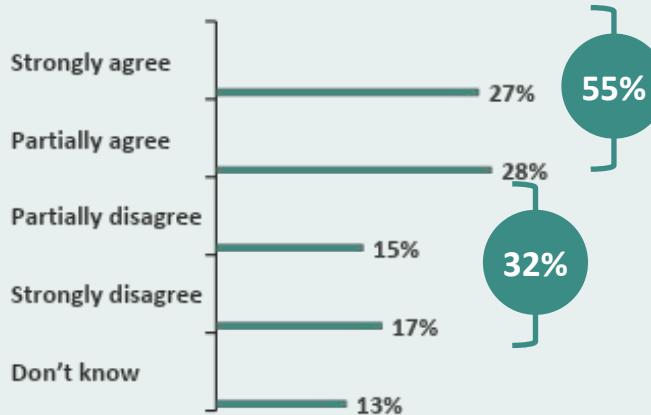
## DISAGREE (33%)

- Gender - Male (45%)
- Age - 65+ yrs (39%)
- When it comes to winter sports - enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (41%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (53%)

# ATTITUDE TOWARDS LARGE EMISSION ACTOR PARTNERSHIP IN THE ALPINE WORLD CHAMPIONSHIP IN NARVIK

FRÅGA: 5. Alpine World Championships 2029 will be held in Narvik. To what extent do you agree with the following statement?

*“Large-emission actors should not sponsor winter sports events such as the Ski World Championships in Narvik.”*



BASE: Total (n=1077)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (55%)

- Gender - Female (62%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (74%)

## DISAGREE (32%)

- Gender - Male (44%)
- Age - 65+ yrs (37%)
- When it comes to winter sports - enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (38%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (53%)

# RESULTS

## SWEDEN



# INTEREST IN WINTER SPORTS

FRÅGA: 1. Which of the following apply to you when it comes to winter sports?

Multiple answers possible

**Significant differences compared to the total.**

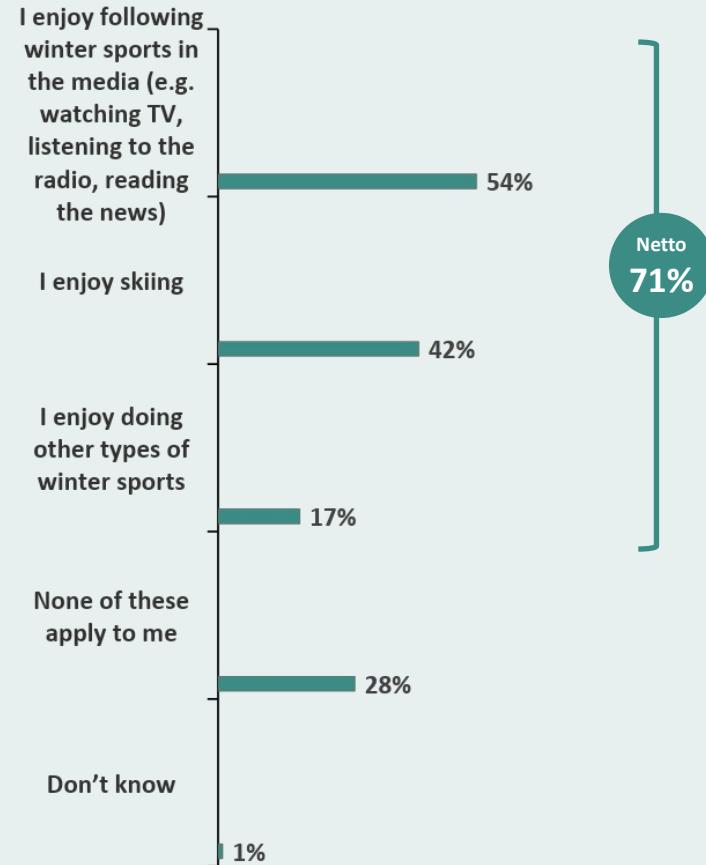
The following subgroups respond to a higher degree:

**I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (54%)**

- Age - 65-84 yrs (64%)
- Gender - Age - Male 50-64 yrs (68%)
- Gender - Age – Male 65-84 yrs (67%)

**I enjoy skiing (42%)**

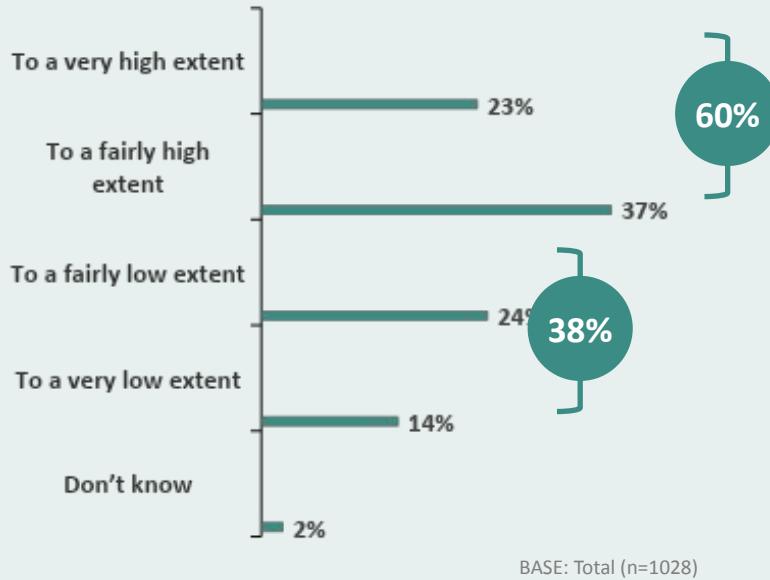
- Age - 18-34 yrs (54%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (47%)



BASE: Total (n=1028)

# CONCERN FOR REDUCTION IN SNOW AND ICE DUE TO GLOBAL WARMING

FRÅGA: 2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?



Significant differences compared to the total. The following subgroups respond to a higher degree:

## HIGH EXTENT (60%)

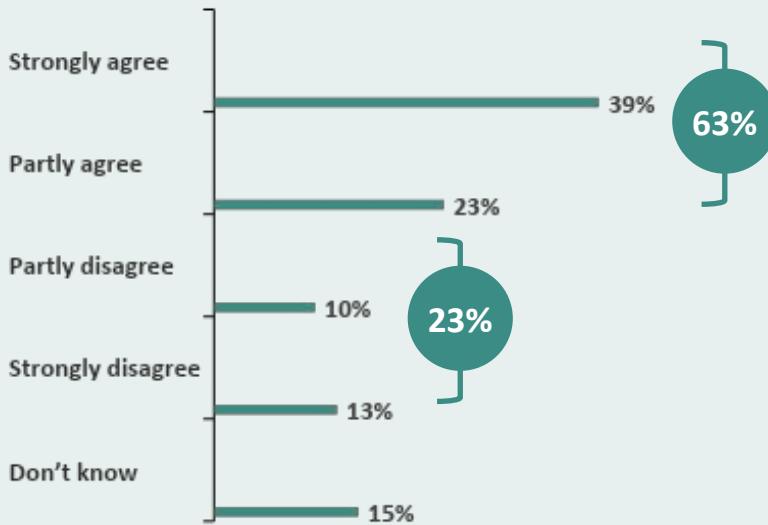
- Gender - Age - Female 35-49 yrs (72%)
- Gender - Age - (70%)
- Gender - Age - Female 65-84 yrs (74%)
- When it comes to winter sports - Enjoys skiing (67%)
- When it comes to winter sports - I enjoy doing other types of winter sports (73%)

## LOW EXTENT (38%)

- Gender - Man (52%)
- Gender - Age - Male 35-49 yrs (53%)
- Gender - Age - Male 50-64 yrs (52%)
- When it comes to winter sports: None of these apply to me (45%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN WINTER SPORTS

FRÅGA: 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.



BASE: Total (n=1028)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (63%)

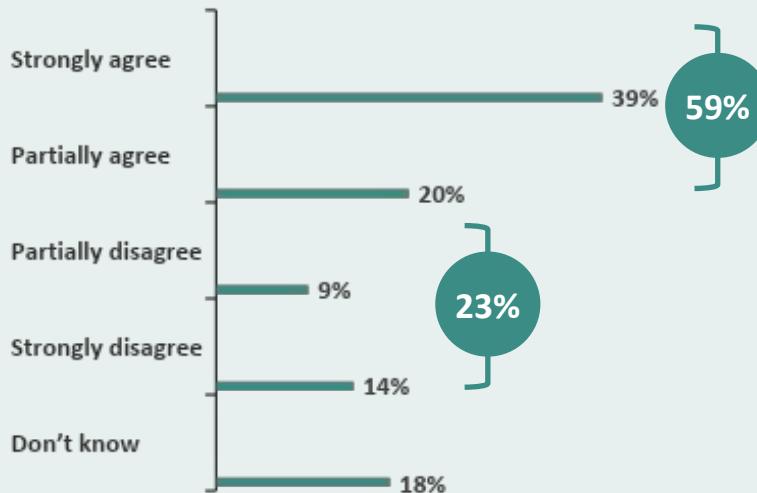
- Gender - Female (73%)
- Gender - Age - Female 65-84 yrs (71%)
- When it comes to winter sports - Enjoys skiing (68%)
- When it comes to winter sports - I enjoy doing other types of winter sports (74%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (82%)

## DISAGREE (23%)

- Gender - Male (35%)
- Gender - Age - Male 35-49 yrs (37%)
- Gender - Age - Male 50-64 yrs (36%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (47%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WINTER OLYMPICS

FRÅGA: 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.



BASE: Total (n=1028)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (59%)

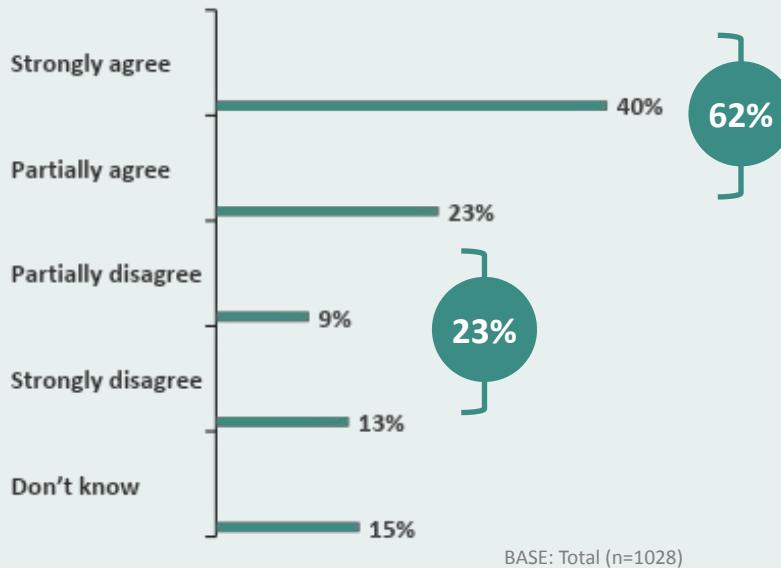
- Gender - Female (68%)
- When it comes to winter sports - Enjoys skiing (67%)
- When it comes to winter sports - I enjoy doing other types of winter sports (69%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (79%)

## DISAGREE (23%)

- Gender - Male (35%)
- Gender - Age - Male 35-49 yrs (39%)
- Gender - Age - Male 50-64 yrs (40%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (45%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WORLD SKI CHAMPIONSHIPS IN FALUN

The 2027 World Ski Championships will be hosted in Sweden by the International Ski and Snowboard Federation (FIS) together with the Municipality of Falu and the Swedish Ski Association. How much do you agree with the following statement? The organizers of the World Ski Championships in Falun should take a stand against advertising for companies that cause large emissions of greenhouse gases.



Signifikanta skillnader mot totalen. Följande undergrupper svarar i högre grad:

## AGREE (62%)

- Gender - Female (71%)
- When it comes to winter sports - Enjoys skiing (68%)
- When it comes to winter sports - I enjoy doing other types of winter sports (72%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (83%)

## DISAGREE (23%)

- Gender - Man (34%)
- Age - 35-49 yrs (28%)
- Gender - Age - Male 35-49 yrs (40%)
- Gender - Age - Male 50-64 yrs (38%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (46%)

# RESULTS

## UK



# INTEREST IN WINTER SPORTS

FRÅGA: 1. Which of the following apply to you when it comes to winter sports?

Multiple answers possible

## Significant differences compared to the total.

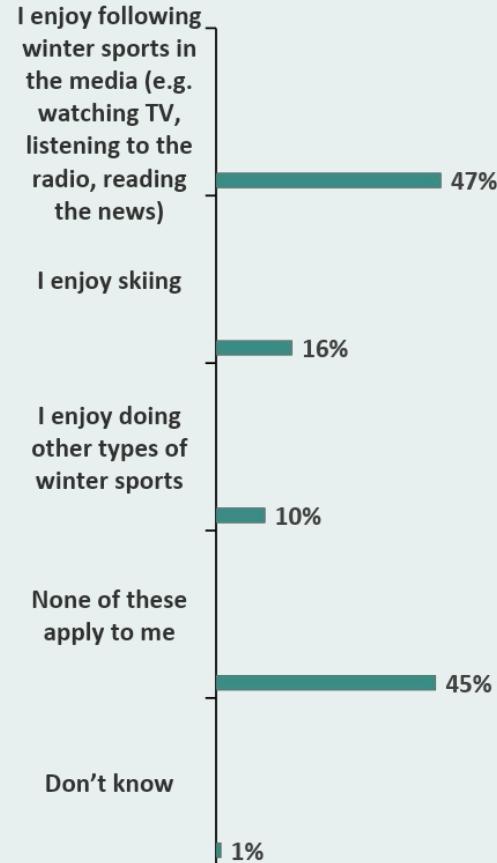
The following subgroups respond to a higher degree:

**I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (47%)**

- Gender - Male (56%)
- Age - 18-34 yrs (68%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (57%)

**I enjoy skiing (16%)**

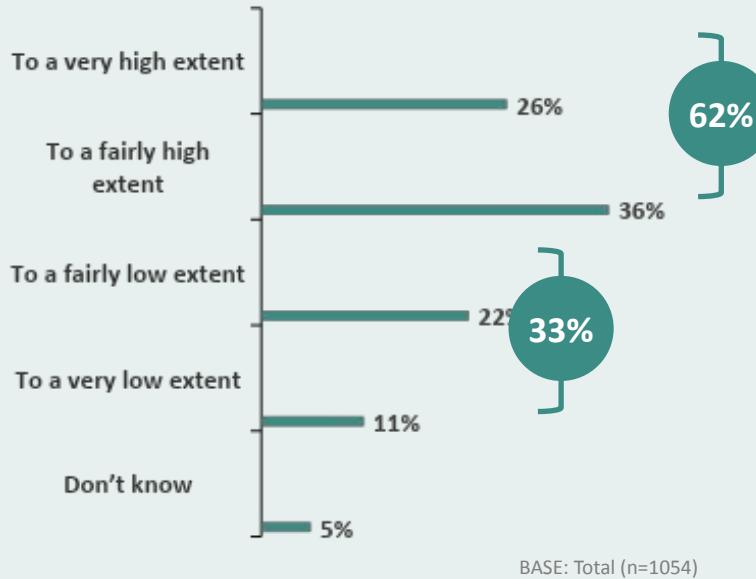
- Age - 18-34 yrs (31%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (22%)



BASE: Total (n=1054)

# CONCERN FOR REDUCTION IN SNOW AND ICE DUE TO GLOBAL WARMING

FRÅGA: 2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?



Significant differences compared to the total. The following subgroups respond to a higher degree:

## HIGH EXTENT (62%)

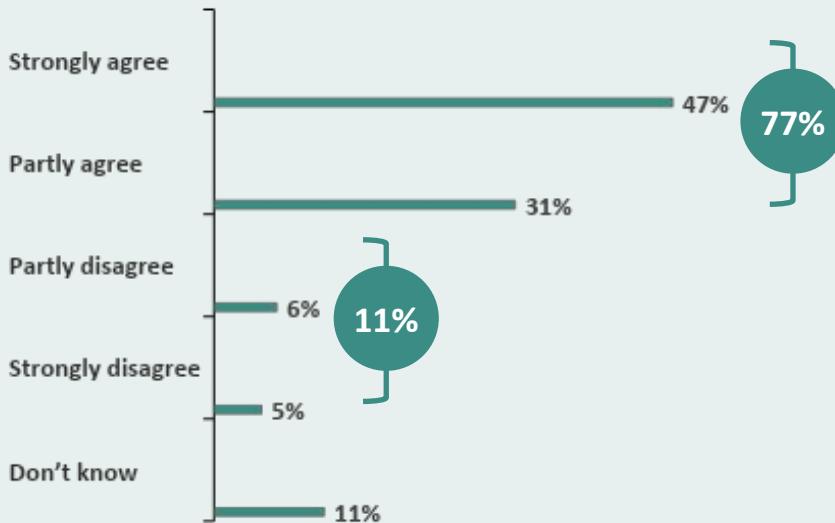
- Age - 18-34 yrs (79%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (77%)
- When it comes to winter sports - Enjoys skiing (87%)
- When it comes to winter sports - I enjoy doing other types of winter sports (87%)
- Netto: Interested in winter sports (76%)

## LOW EXTENT (33%)

- Age - 50-64 yrs (39%)
- Age - 65+ yrs (44%)
- When it comes to winter sports: None of these apply to me (45%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN WINTER SPORTS

FRÅGA: 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.



BASE: Total (n=1054)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (77%)

- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (86%)
- When it comes to winter sports - Enjoys skiing (88%)
- Netto: Interested in winter sports (85%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (92%)

## DISAGREE (11%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (24%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WINTER OLYMPICS

FRÅGA: 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.



BASE: Total (n=1054)

**Significant differences compared to the total.** The following subgroups respond to a higher degree:

## AGREE (69%)

- Age - 18-34 yrs (78%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (76%)
- When it comes to winter sports - Enjoys skiing (81%)
- Netto: Interested in winter sports (77%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (83%)

## DISAGREE (18%)

- Gender - Male (23%)
- Age - 65+ yrs (23%)
- When it comes to winter sports - I enjoy doing other types of winter sports (25%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (32%)

# RESULTS

# FRANCE



# INTEREST IN WINTER SPORTS

FRÅGA: 1. Which of the following apply to you when it comes to winter sports?

Multiple answers possible

**Significant differences compared to the total.**

The following subgroups respond to a higher degree:

**I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (34%)**

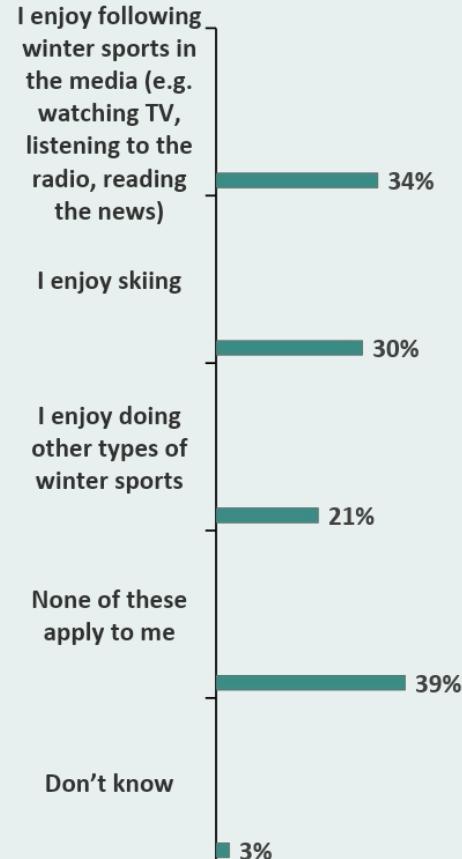
- Gender - Male (41%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (40%)

**I enjoy skiing (30%)**

- Gender - Male (36%)
- Age - 18-34 yrs (37%)

**I enjoy doing other types of winter sports (21%)**

- Age - 35-49 yrs (29%)

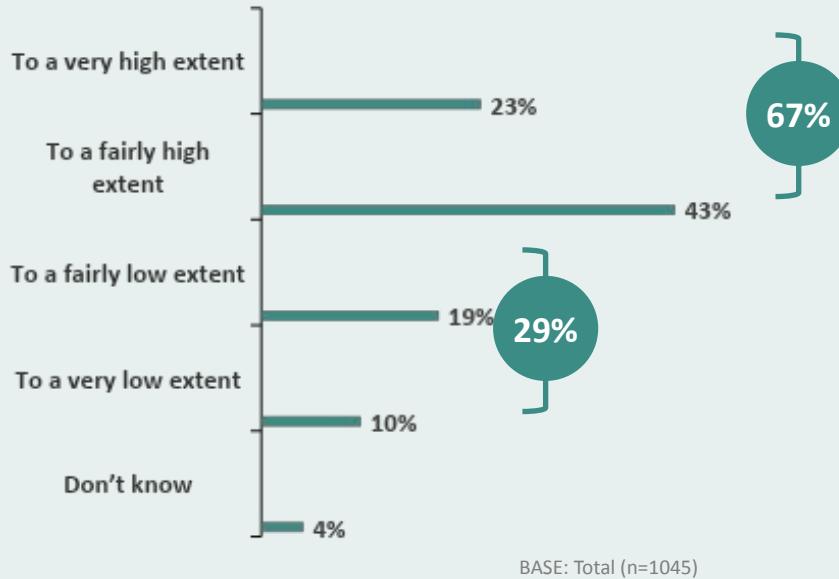


Netto  
58%

BASE: Total (n=1045)

# CONCERN FOR REDUCTION IN SNOW AND ICE DUE TO GLOBAL WARMING

FRÅGA: 2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?



Significant differences compared to the total. The following subgroups respond to a higher degree:

## HIGH EXTENT (67%)

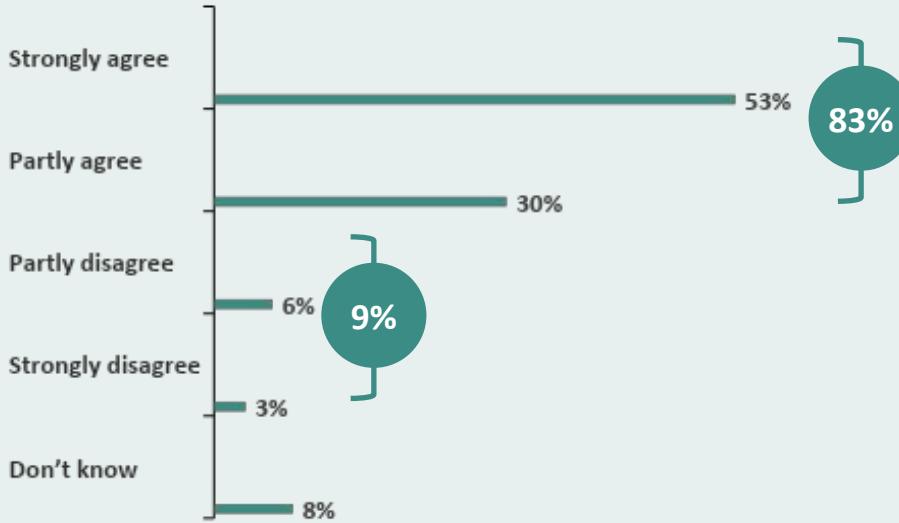
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (80%)
- When it comes to winter sports - Enjoys skiing (77%)
- When it comes to winter sports - I enjoy doing other types of winter sports (73%)
- Netto: Interested in winter sports (75%)

## LOW EXTENT (29%)

- Age - 65+ yrs (35%)
- When it comes to winter sports: None of these apply to me (38%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN WINTER SPORTS

FRÅGA: 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.



BASE: Total (n=1045)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (83%)

- Age - 18-34 yrs (91%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (88%)
- When it comes to winter sports - I enjoy doing other types of winter sports (89%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (91%)

## DISAGREE (9%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (16%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WINTER OLYMPICS

FRÅGA: 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.



BASE: Total (n=1045)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (74%)

- Age - 18-34 yrs (81%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (81%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (82%)

## DISAGREE (15%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (23%)

# RESULTS

## ITALY



# INTEREST IN WINTER SPORTS

FRÅGA: 1. Which of the following apply to you when it comes to winter sports?

Multiple answers possible

**Significant differences compared to the total.**

The following subgroups respond to a higher degree:

**I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (49%)**

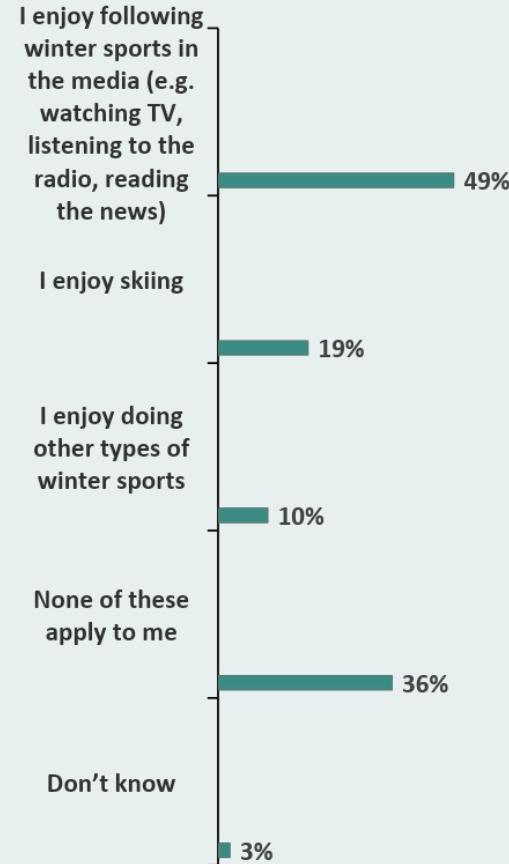
- Gender - Male (55%)

**None of these apply to me (36%)**

- Gender - Female (43%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (45%)

**Netto: Interested in winter sports (61%)**

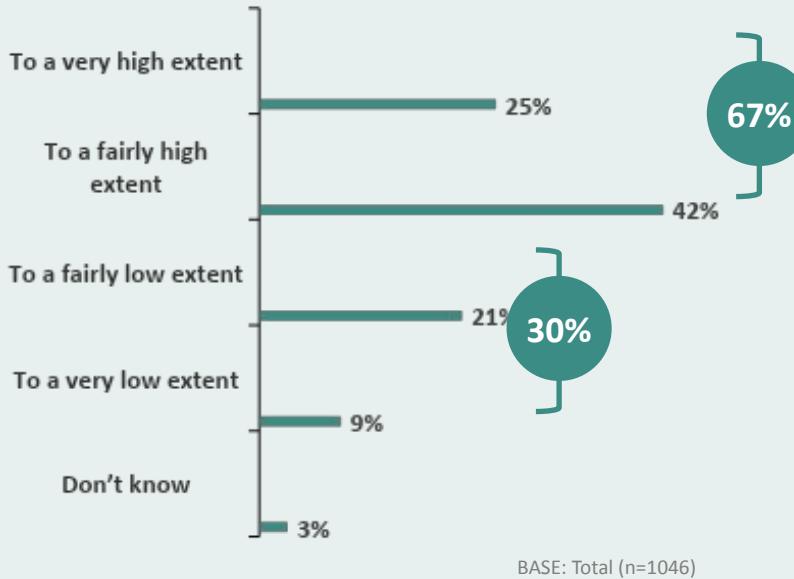
- Gender - Male (68%)



BASE: Total (n=1046)

# CONCERN FOR REDUCTION IN SNOW AND ICE DUE TO GLOBAL WARMING

FRÅGA: 2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?



Significant differences compared to the total. The following subgroups respond to a higher degree:

## HIGH EXTENT (67%)

- Age - 18-34 yrs (75%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (73%)
- When it comes to winter sports - Enjoys skiing (76%)
- When it comes to winter sports - I enjoy doing other types of winter sports (81%)
- Netto: Interested in winter sports (72%)

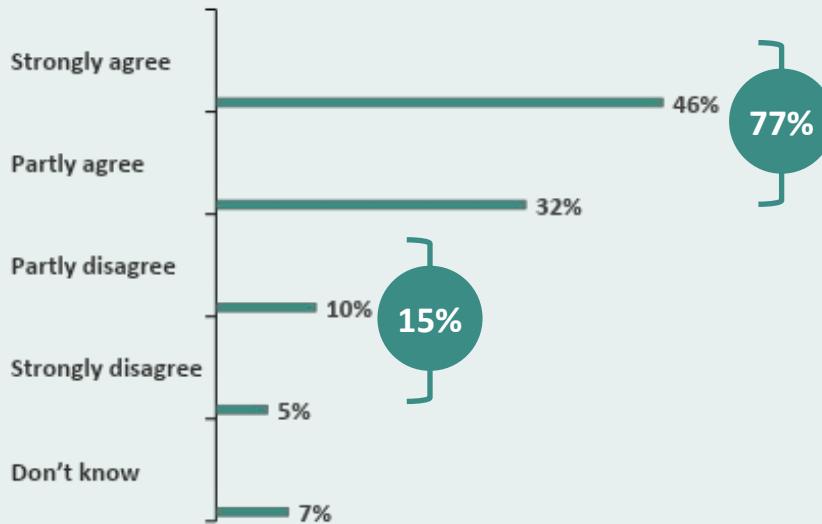
## LOW EXTENT (30%)

- When it comes to winter sports: None of these apply to me (37%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN WINTER SPORTS

FRÅGA: 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.



BASE: Total (n=1046)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (77%)

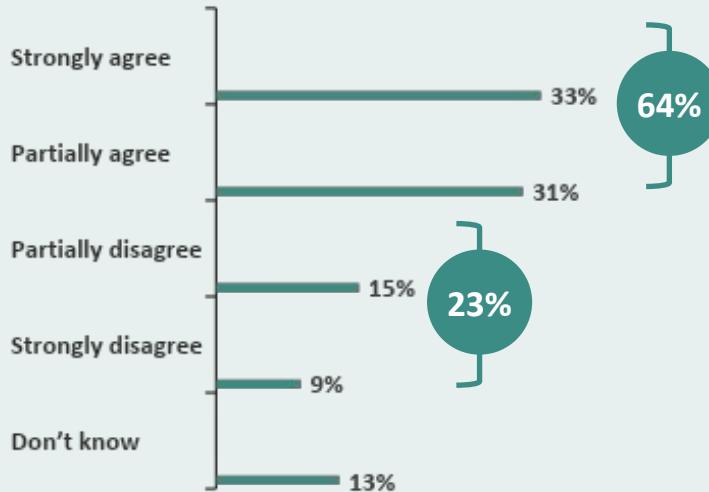
- To a high extent concerned about the reduction in snow cover and ice due to global warming (86%)

## DISAGREE (15%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (28%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WINTER OLYMPICS

FRÅGA: 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.



BASE: Total (n=1046)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (64%)

- Age - 18-34 yrs (71%)
- When it comes to winter sports - Enjoys skiing (71%)
- When it comes to winter sports - I enjoy doing other types of winter sports (75%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (73%)

## DISAGREE (23%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (37%)

# RESULTS

## GERMANY



# INTEREST IN WINTER SPORTS

FRÅGA: 1. Which of the following apply to you when it comes to winter sports?

Multiple answers possible

**Significant differences compared to the total.**

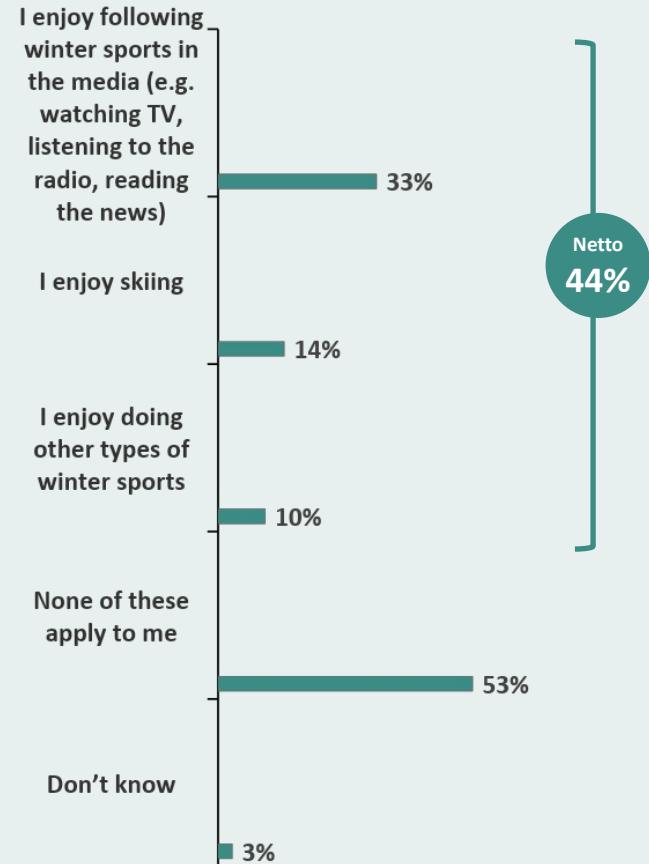
The following subgroups respond to a higher degree:

**I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (33%)**

- Gender - Male (38%)
- Age - 50-64 yrs (39%)
- Age - 65+ yrs (40%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (40%)

**I enjoy skiing (14%)**

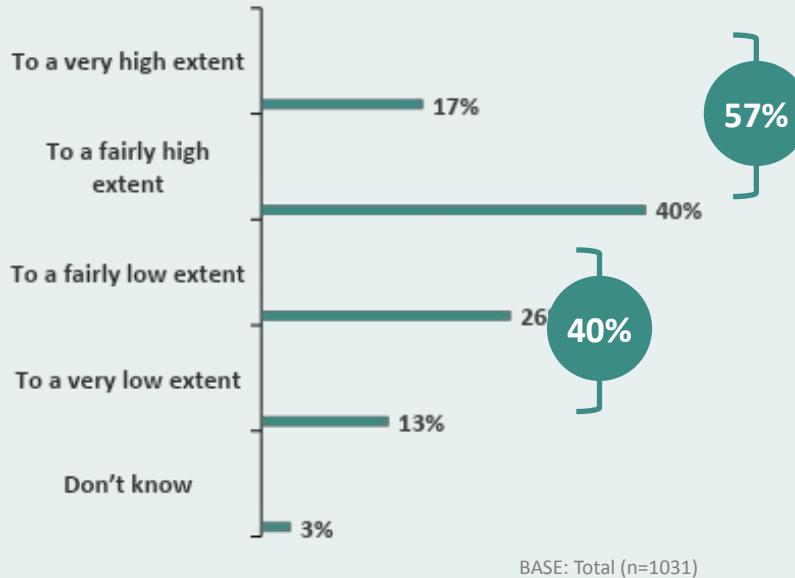
- Gender - Male (16%)
- Age - 18-34 yrs (21%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (17%)



BASE: Total (n=1031)

# CONCERN FOR REDUCTION IN SNOW AND ICE DUE TO GLOBAL WARMING

FRÅGA: 2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?



Significant differences compared to the total. The following subgroups respond to a higher degree:

## HIGH EXTENT (57%)

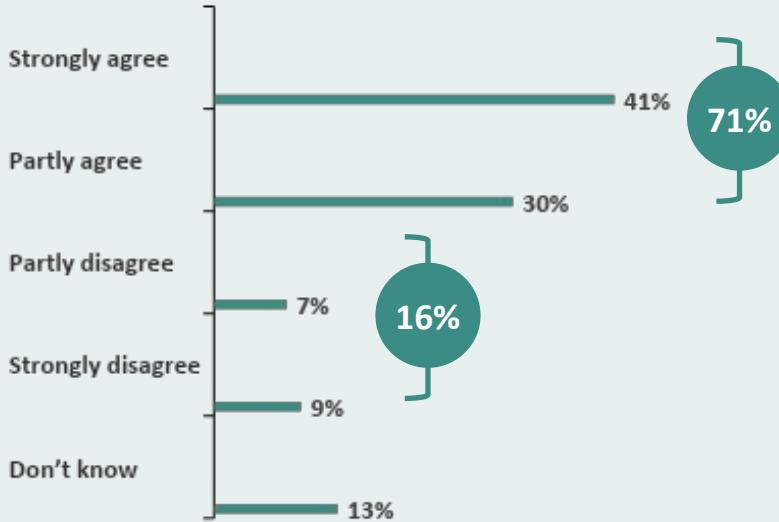
- Age - 18-34 yrs (73%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (70%)
- When it comes to winter sports - Enjoys skiing (72%)

## LOW EXTENT (40%)

- Age - 50-64 yrs (45%)
- When it comes to winter sports: None of these apply to me (48%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN WINTER SPORTS

FRÅGA: 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.



BASE: Total (n=1031)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (71%)

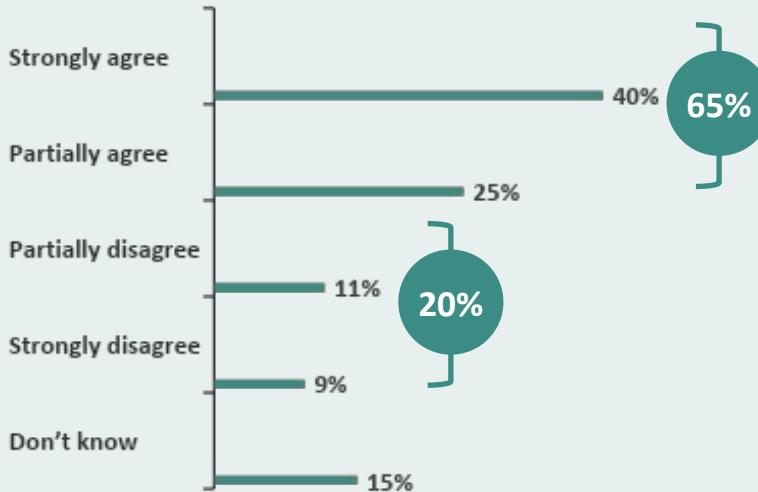
- Age - 18-34 yrs (78%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (77%)
- When it comes to winter sports - Enjoys skiing (83%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (86%)

## DISAGREE (16%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (29%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WINTER OLYMPICS

FRÅGA: 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.



BASE: Total (n=1031)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (65%)

- Age - 18-34 yrs (70%)
- When it comes to winter sports - Enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (71%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (80%)

## DISAGREE (20%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (36%)

# RESULTS

## CANADA



# INTEREST IN WINTER SPORTS

FRÅGA: 1. Which of the following apply to you when it comes to winter sports?

Multiple answers possible

**Significant differences compared to the total.**

The following subgroups respond to a higher degree:

**I enjoy following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (60%)**

- Gender - Male (70%)
- Age - 18-34 yrs (67%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (67%)

**I enjoy skiing (29%)**

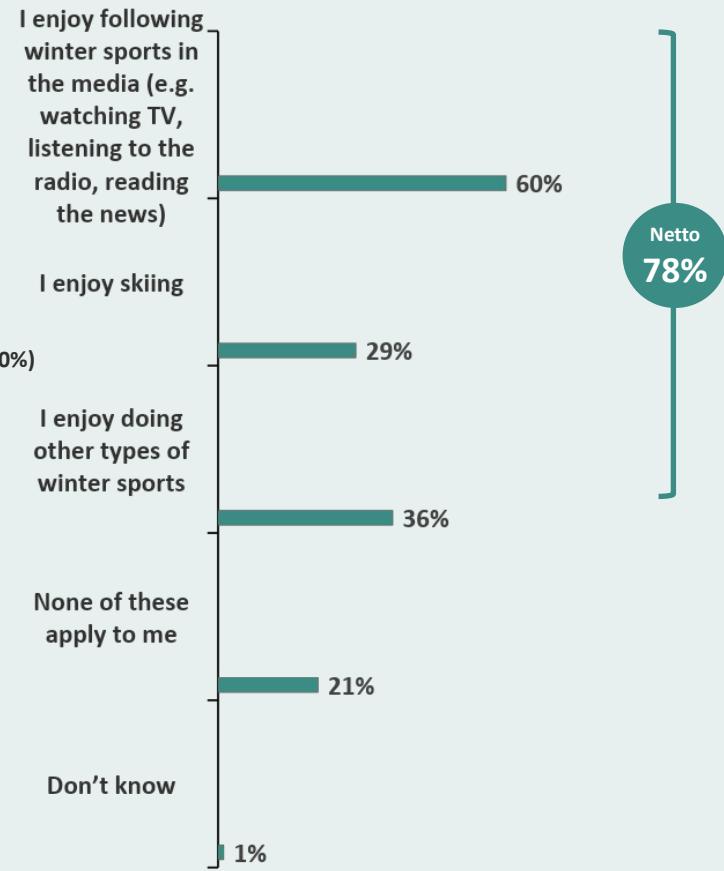
- Age - 18-34 yrs (41%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (35%)

**I enjoy doing other types of winter sports (36%)**

- Age - 18-34 yrs (45%)
- Age - 35-49 yrs (43%)

**None of these apply to me (21%)**

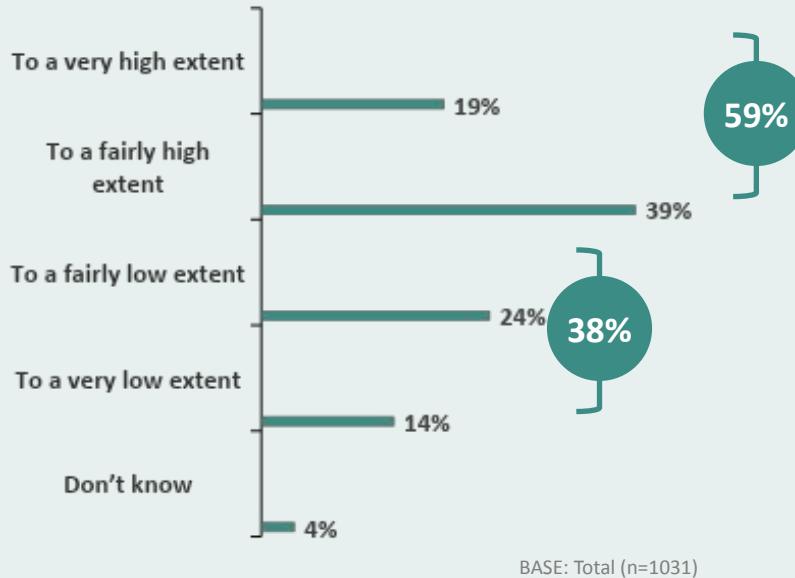
- Gender - Female (27%)
- Age - 65+ yrs (39%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (26%)



BASE: Total (n=1072)

# CONCERN FOR REDUCTION IN SNOW AND ICE DUE TO GLOBAL WARMING

FRÅGA: 2. To what extent are you concerned about the reduction in snow cover and ice due to global warming? Are you concerned...?



Significant differences compared to the total. The following subgroups respond to a higher degree:

## HIGH EXTENT (59%)

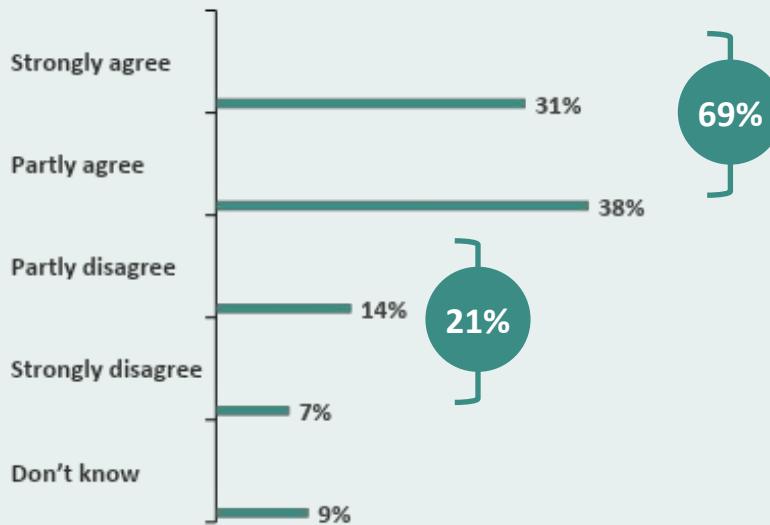
- Age - 18-34 yrs (72%)
- When it comes to winter sports - enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (66%)
- When it comes to winter sports - enjoys skiing (71%)
- When it comes to winter sports - enjoys doing other types of winter sports (66%)

## LOW EXTENT (38%)

- Age - 50-64 yrs (46%)
- Age - 65+ yrs (46%)
- When it comes to winter sports - None of these apply to me (48%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN WINTER SPORTS

FRÅGA: 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.



BASE: Total (n=1031)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (69%)

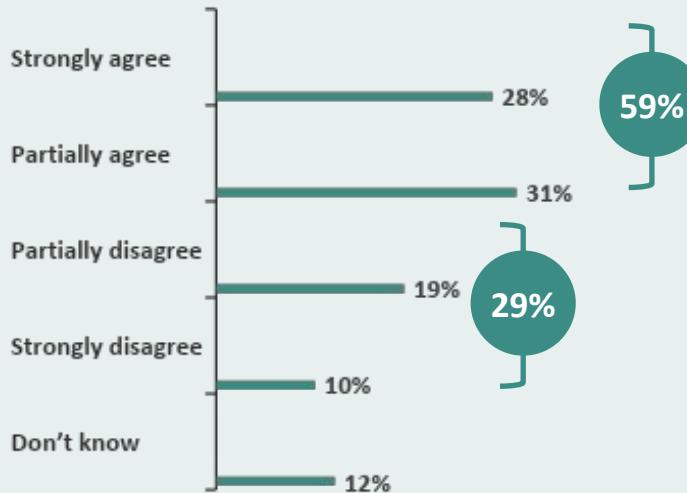
- Age - 18-34 yrs (82%)
- When it comes to winter sports - enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (76%)
- When it comes to winter sports - enjoys skiing (76%)
- When it comes to winter sports - enjoys doing other types of winter sports (76%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (85%)

## DISAGREE (21%)

- Age - 50-64 yrs (27%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (39%)

# ATTITUDE TOWARDS FOSSIL SPONSORSHIP IN THE WINTER OLYMPICS

FRÅGA: 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.



BASE: Total (n=1031)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (59%)

- Age - 18-34 yrs (68%)
- When it comes to winter sports - enjoys skiing (64%)
- When it comes to winter sports - enjoys doing other types of winter sports (66%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (75%)

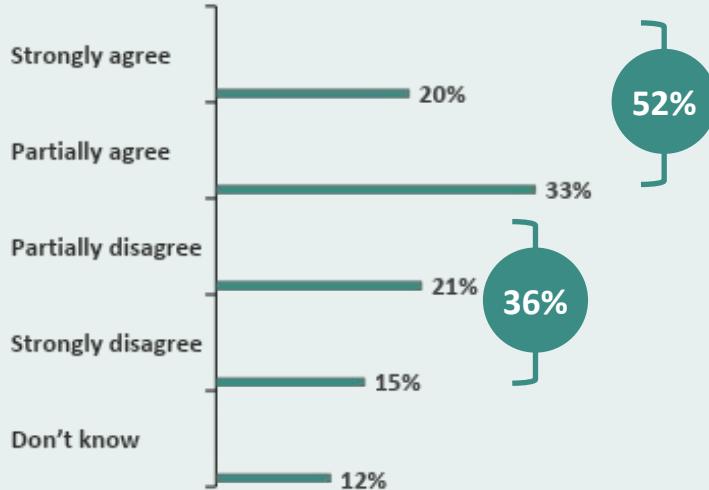
## DISAGREE (29%)

- To a low extent concerned about the reduction in snow cover and ice due to global warming (47%)

# ATTITUDE TOWARDS OIL COMPANY PARTNERSHIP IN THE WINTER OLYMPICS

FRÅGA: 5. Petro-Canada, a Suncor Energy business, is a National Partner of the Canadian Olympic team. To what extent do you agree with the following statement?

*"Oil companies like Petro-Canada are incompatible partners for the Canadian Winter Olympic Team."*



BASE: Total (n=1077)

Significant differences compared to the total. The following subgroups respond to a higher degree:

## AGREE (52%)

- Age - 18-34 yrs (65%)
- When it comes to winter sports - enjoys following winter sports in the media (e.g. watching TV, listening to the radio, reading the news) (58%)
- When it comes to winter sports - enjoys skiing (57%)
- To a high extent concerned about the reduction in snow cover and ice due to global warming (67%)

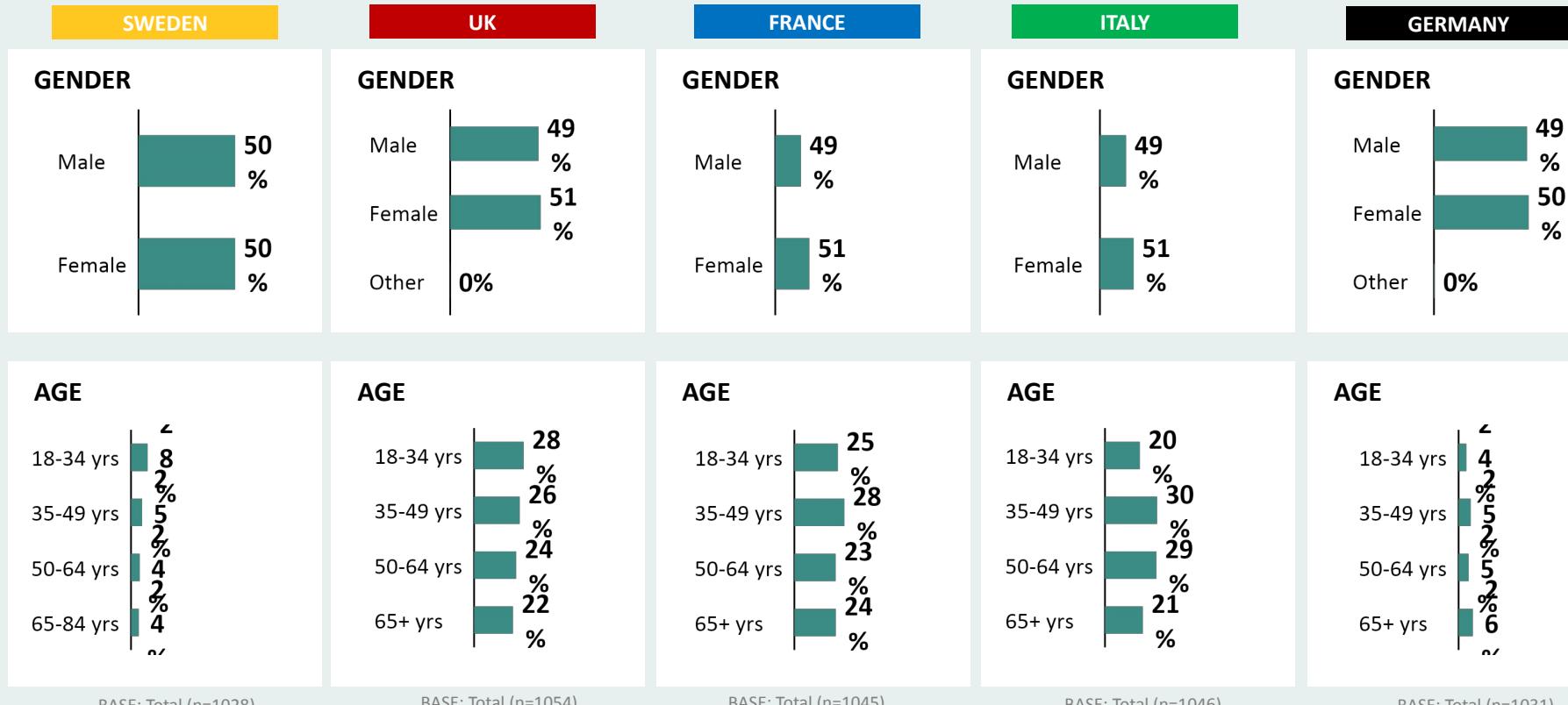
## DISAGREE (36%)

- Age - 65+ yrs (42%)
- To a low extent concerned about the reduction in snow cover and ice due to global warming (53%)

# BACKGROUND



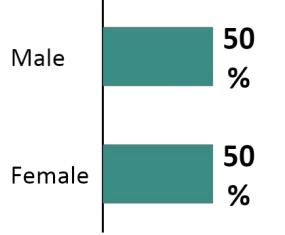
# BACKGROUND



# BACKGROUND

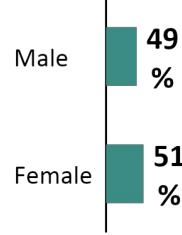
## NORWAY

### GENDER

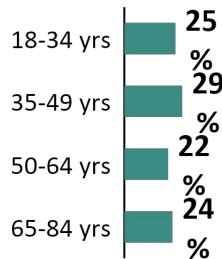


## CANADA

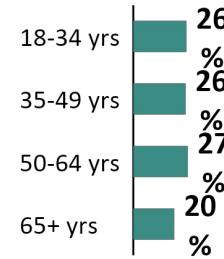
### GENDER



### AGE



### AGE



BASE: Total (n=1077)

BASE: Total (n=1072)

# CONTACT NOVUS



# CONTACT NOVUS

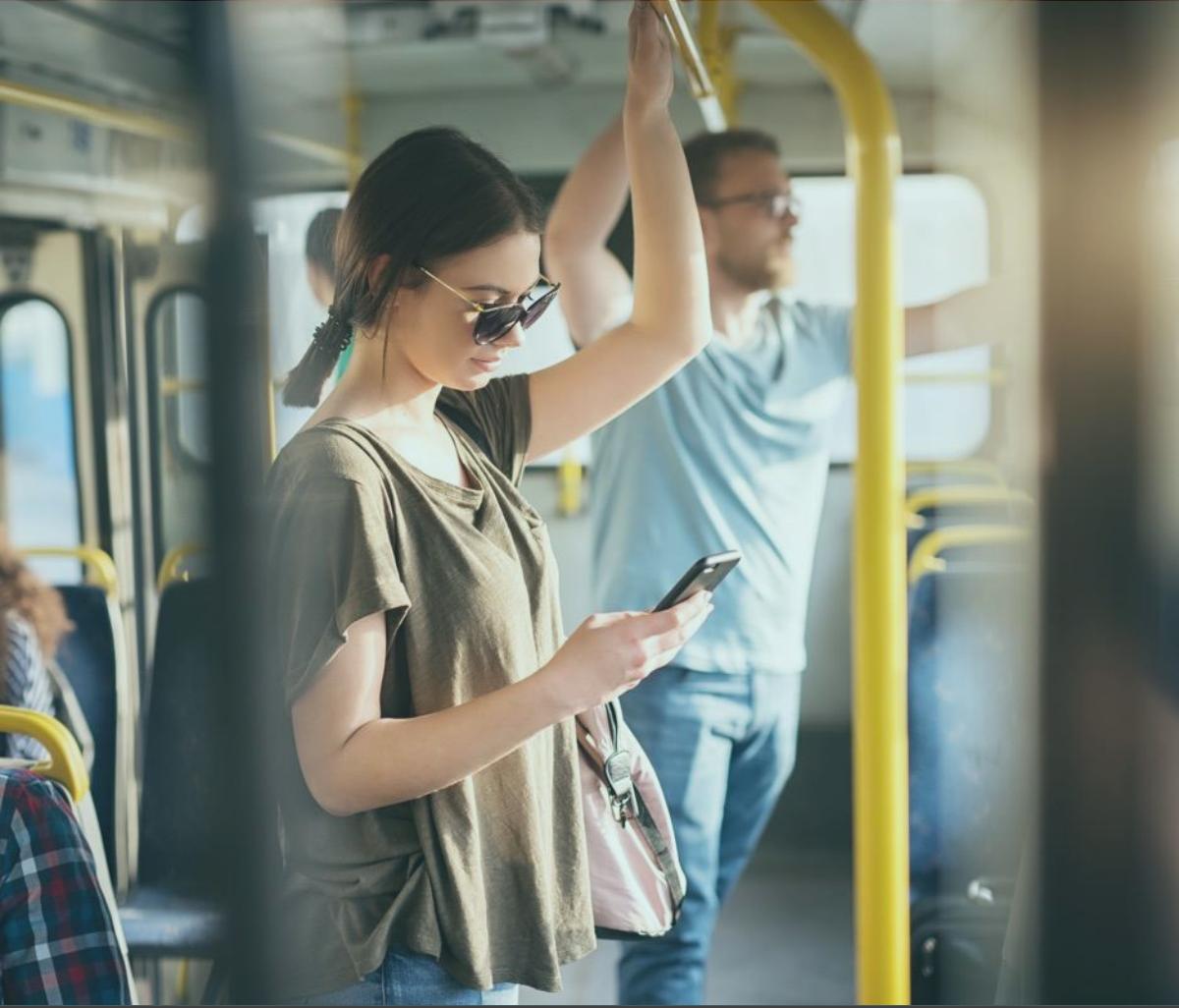
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