

# ATTITUDES TO THE TOKYO 2020 SUMMER OLYMPICS

**A 28-country Global  
Advisor survey**

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July 2021

GAME CHANGERS



# INTRODUCTION

With the approach of the postponed 2020 Tokyo Summer Olympics, we asked people in 28 countries their view on the event: Should it go ahead? How interested are they personally? What is the impact of the Games on wider society?

## SUPPORT

Overall, **support for the Olympics taking place in summer 2021 is muted**, in part due to concerns over Covid-19. Less than half (43%, global country average) agree that it should go ahead. 57% disagree. In Australia the numbers are similar (41% and 59% respectively)

People in host nation Japan are among the most doubtful: 22% say the Olympics should go ahead while 78% say it shouldn't.

However, 62% worldwide (61% in Aus) agree that the Olympics will be an important opportunity for **the world to come together** following the pandemic.

## INTEREST

Levels of interest in the Olympics **vary across the world**. India, South Africa and China are most interested while Belgium, South Korea and Japan are least. Australia is inline with the global average.

**Football/soccer** emerges as the most popular Olympic event, with Saudi Arabia the most interested. **Athletics is #2** (South Africa is most interested), then **Aquatics** (Hungary).

In Australia, the top 3 are aquatics, track and field and gymnastics.

Majorities in 13 countries are very/somewhat interested in the Olympics, but majorities in 15 countries are not very/not at all interested. In Australia 55% are very/not at all interested.

## IMPACT

On average, 80% worldwide (77% in Aus) say that the Olympics **inspire younger generations** to participate in sport.

Two-thirds (65%) agree with the **uniting power** of the Olympics. This falls to one-third (36%) in Japan.


Approval of using **government funding** to support Olympic athletes is at 67% globally, but ranges widely.

Opinion is split regarding whether there is **too much nationalism** on display at the Olympics (55% agree, 45% disagree).

# KEY FINDINGS - GLOBAL

## Most popular Olympic events


- 1



Football/soccer
- 2



Athletics/Track & field
- 3



Aquatics
- 4



Gymnastics



On average across the 28 countries, **eight in ten (80%)** agree that the Olympics inspire tomorrow's generation to participate in sport.








**Over half (57%)** worldwide say that the Olympics should **not** go ahead at this time.








In Japan, only **22%** of the host nation's citizens **support the Olympics going ahead**.

## Who is most interested in the Olympics?

### Top 5 countries (% interested)

-  India **70%**
-  South Africa **59%**
-  China **57%**
-  Poland **56%**
-  Turkey **56%**

### Bottom 5 countries (% interested)

-  Belgium **28%**
-  South Korea **30%**
-  Japan **32%**
-  France **32%**
-  Germany **33%**

# KEY FINDINGS - AUSTRALIA

## Most popular Olympic events

1		Aquatics
2		Athletics/Track & field
3		Gymnastics
4		Football/soccer



**A little under eight in ten (77%)** agree that the Olympics inspire tomorrow's generation to participate in sport.



**Six in ten (59%)** in Australia say that the Olympics should **not** go ahead at this time.



# SUPPORT FOR THE OLYMPICS



# SHOULD THE TOKYO OLYMPICS GO AHEAD?

Our 28-country survey finds that, on average, four in ten (43%) agree that the postponed 2020 Summer Olympics in Tokyo should go ahead, even if the pandemic isn't over yet. A greater proportion (57%) disagree.

Agreement is highest in Turkey (71%), Saudi Arabia (66%), Russia (61%) and Poland (60%). Support is lowest in South Korea (14%) and Japan (22%).

Q: The Olympics should go ahead in 2021, even if the COVID pandemic isn't over yet.



Source: Ipsos Global Advisor survey  
Base: 19,510 adults in 28 countries, 21<sup>st</sup> May – 4<sup>th</sup> June 2021.

# AN OPPORTUNITY TO HEAL?

However, on average, 62% say that the Olympics will be an important opportunity for the world to come together following the pandemic.

Turkey and Saudi Arabia once again show the highest levels of agreement.

South Korea, Japan and Germany are the only countries where fewer than 50% say this is the case.

**Q: The Tokyo Olympic Games will be an important opportunity for the world to come together following the pandemic.**





# INTEREST IN THE OLYMPICS

A group of people, including a man with a beard and a woman, are cheering and waving flags in a bar setting. The man in the foreground is wearing a blue and white plaid shirt and has his arms raised. The woman next to him is wearing a red and black plaid shirt and is also cheering. In the background, other people are visible, some holding flags. The scene is lit with warm, ambient light, and the overall atmosphere is one of excitement and celebration.



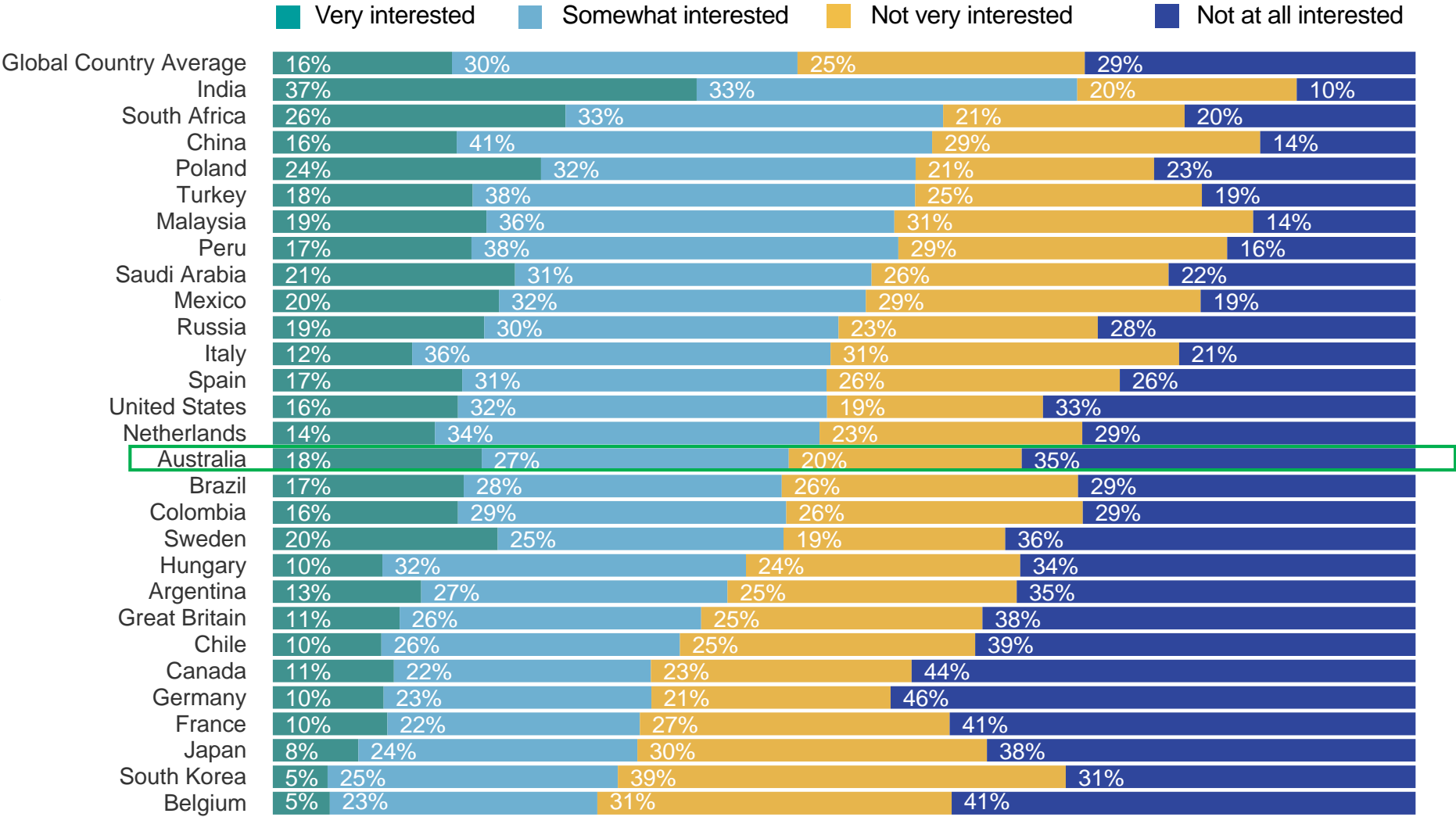
# INTEREST IN THE OLYMPICS

On average across 28 countries, more say they are *not* interested (54%) in the Olympics than *are* interested (46%).

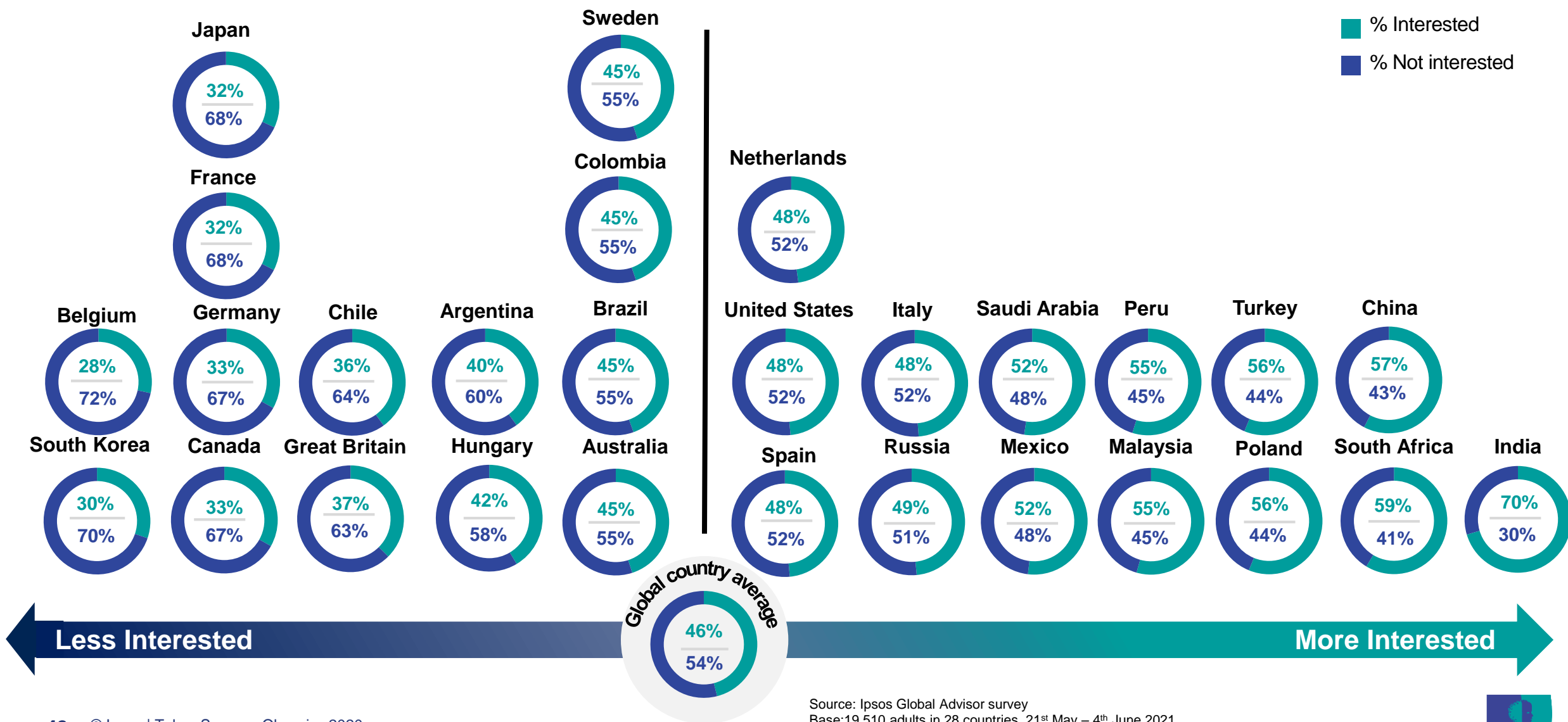
India, South Africa and China are most interested, while Belgium, South Korea and Japan are least engaged.

Male respondents are split 50:50 while more women say they are not interested (59% vs. 41%). Older generations also express less interest in the Games.

Q: How interested are you in the 2021 Summer Olympic Games in Tokyo, Japan?

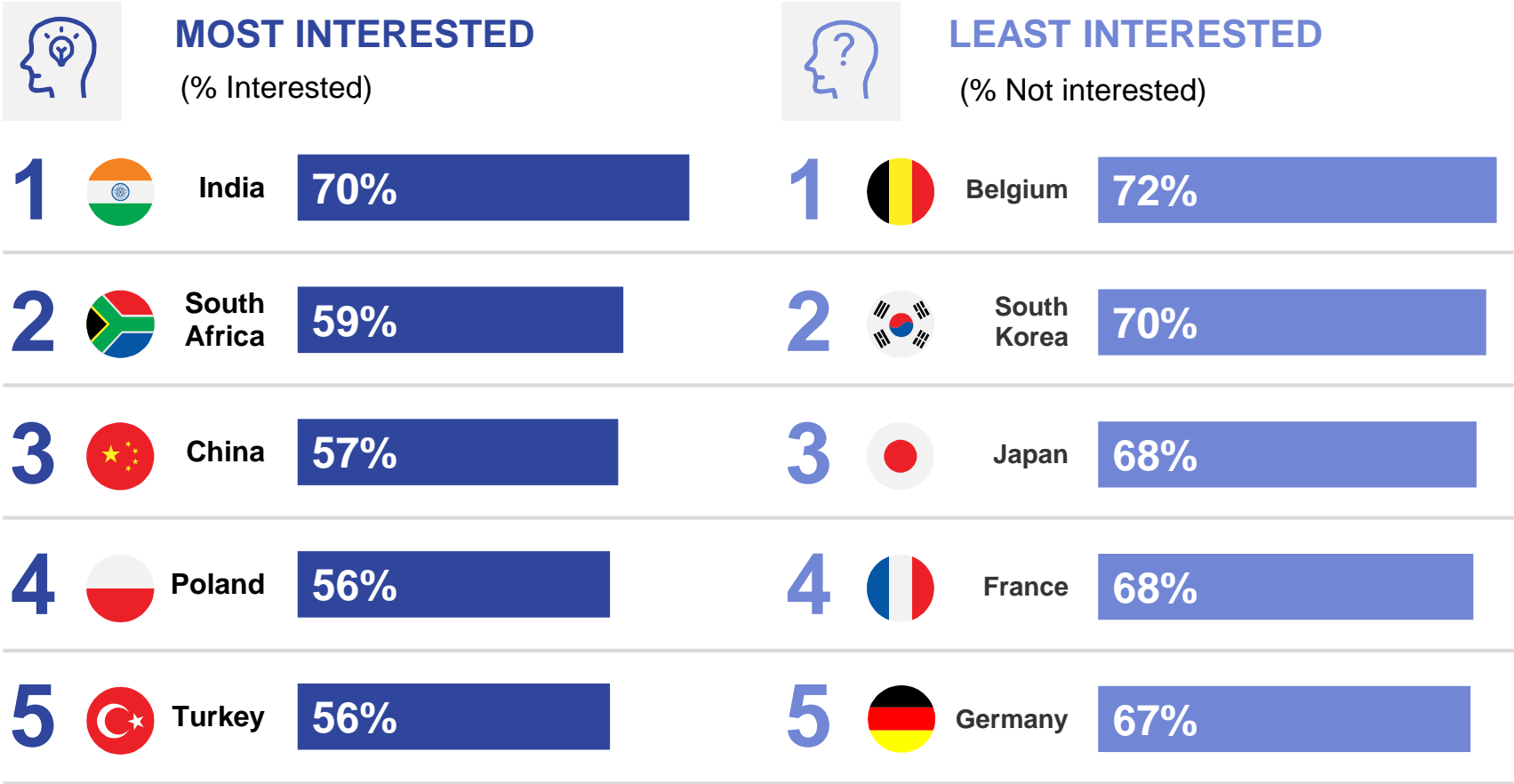


# GLOBAL INTEREST IN THE TOKYO OLYMPICS: AT A GLANCE





# WHICH COUNTRIES ARE MOST INTERESTED IN THE OLYMPICS?



Source: Ipsos Global Advisor survey  
Base:19,510 adults in 28 countries, 21<sup>st</sup> May – 4<sup>th</sup> June 2021.

# MOST POPULAR OLYMPIC SPORTS (1-10)

Q: From this list of Olympic events, which three are you most interested in following this year?

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Football/ Soccer	30%	49%	12%	17%	40%	14%	33%	19%	35%	18%	21%	15%	21%	37%	26%	7%	32%	40%	20%	45%	36%	33%	56%	35%	49%	36%	29%	41%	10%
Athletics/ Track and field	27%	18%	27%	27%	14%	22%	29%	21%	32%	29%	22%	36%	15%	26%	32%	23%	28%	30%	28%	36%	34%	26%	14%	48%	13%	23%	41%	30%	21%
Aquatics*	22%	16%	36%	8%	18%	27%	26%	28%	23%	16%	8%	22%	37%	9%	30%	24%	25%	34%	19%	24%	6%	21%	22%	28%	9%	18%	16%	29%	32%
Gymnastics	21%	21%	25%	20%	29%	24%	41%	19%	27%	17%	6%	22%	9%	15%	25%	14%	22%	40%	13%	35%	11%	32%	9%	26%	10%	21%	10%	18%	39%
Volleyball	13%	17%	5%	4%	38%	9%	9%	19%	10%	4%	3%	4%	3%	10%	24%	9%	7%	15%	9%	31%	41%	15%	11%	5%	11%	4%	3%	20%	12%
Tennis	12%	20%	12%	20%	5%	7%	20%	10%	9%	14%	6%	10%	8%	28%	17%	8%	5%	5%	11%	13%	14%	13%	12%	15%	4%	26%	7%	11%	7%
Basketball	12%	27%	10%	6%	13%	9%	9%	26%	9%	7%	5%	4%	6%	10%	8%	5%	6%	14%	4%	14%	9%	14%	18%	8%	8%	28%	6%	29%	13%
Cycling	10%	7%	9%	20%	7%	4%	12%	6%	41%	14%	5%	14%	6%	14%	9%	1%	17%	6%	17%	10%	7%	5%	9%	7%	1%	11%	8%	9%	3%
Boxing	8%	11%	7%	6%	4%	6%	6%	5%	10%	5%	4%	8%	8%	17%	5%	2%	4%	20%	4%	9%	12%	12%	9%	12%	1%	7%	8%	14%	9%
Badminton	6%	1%	3%	3%	1%	3%	0%	27%	1%	4%	2%	4%	1%	36%	1%	5%	63%	0%	1%	0%	2%	2%	3%	1%	7%	3%	3%	2%	2%

\* Includes diving, swimming, synchronized swimming and water polo



# MOST POPULAR OLYMPIC SPORTS (11-21)

Q: From this list of Olympic events, which three are you most interested in following this year?

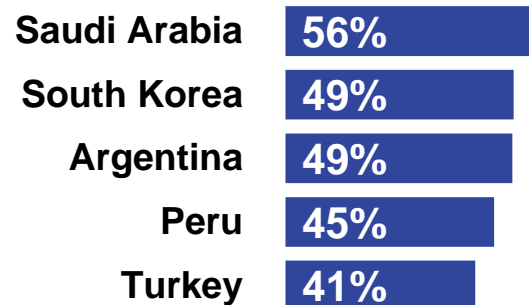
	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Judo and karate	6%	9%	3%	4%	9%	3%	6%	3%	6%	13%	1%	2%	2%	4%	9%	11%	4%	12%	4%	11%	2%	6%	5%	5%	5%	8%	3%	10%	4%
Table tennis	5%	2%	4%	2%	3%	2%	3%	38%	4%	2%	4%	4%	3%	13%	3%	9%	8%	1%	1%	2%	2%	5%	7%	5%	7%	2%	3%	4%	3%
Weightlifting	5%	3%	6%	2%	0%	6%	10%	4%	15%	1%	2%	3%	4%	12%	2%	1%	5%	6%	2%	6%	6%	4%	11%	6%	2%	2%	4%	12%	5%
Handball	5%	1%	2%	1%	4%	1%	1%	2%	1%	10%	8%	1%	23%	2%	4%	1%	2%	1%	4%	2%	13%	2%	16%	2%	6%	5%	13%	1%	1%
Baseball and softball	4%	3%	2%	1%	1%	6%	4%	3%	2%	1%	1%	1%	0%	2%	2%	17%	1%	7%	1%	4%	1%	0%	0%	2%	29%	1%	1%	0%	13%
Rowing	3%	3%	6%	3%	2%	7%	4%	2%	2%	2%	6%	7%	16%	1%	6%	0%	1%	1%	4%	2%	5%	1%	3%	2%	1%	2%	1%	1%	2%
Surfing	3%	2%	5%	2%	5%	5%	4%	4%	1%	3%	2%	2%	1%	3%	2%	1%	4%	2%	4%	10%	1%	6%	5%	5%	1%	3%	3%	1%	4%
Rugby (sevens)	3%	8%	8%	2%	1%	3%	1%	2%	2%	5%	1%	5%	0%	2%	3%	3%	1%	1%	3%	1%	2%	1%	1%	27%	1%	1%	1%	0%	1%
Skateboarding	3%	2%	4%	2%	7%	4%	2%	4%	3%	2%	2%	2%	1%	2%	3%	2%	1%	2%	2%	1%	2%	1%	3%	3%	3%	3%	5%	0%	5%
Golf	3%	1%	3%	1%	1%	5%	2%	3%	2%	2%	1%	2%	0%	4%	1%	3%	2%	2%	3%	2%	2%	1%	3%	3%	9%	3%	5%	1%	4%
Sport climbing	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	3%	3%	2%	1%	1%	1%	2%	1%	3%	4%	1%	2%	1%	2%	5%	2%



### Most interested

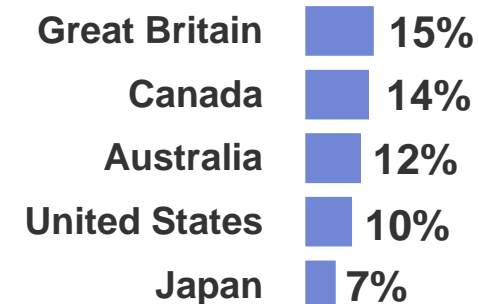
(% choose sport as one of the top 3 most interested in)

## Football/soccer

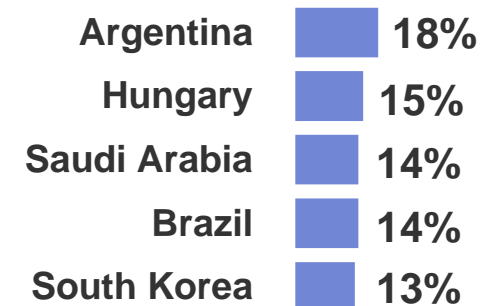
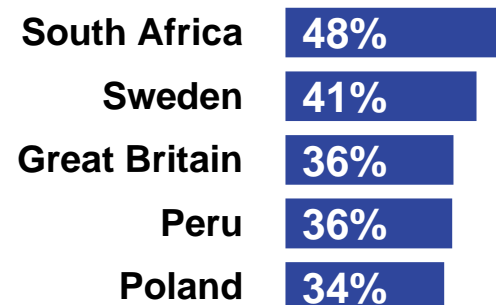


### Least interested

(% choose sport as one of the top 3 most interested in)



## Athletics (track and field)







### Most interested

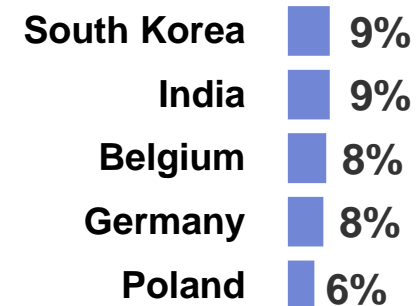
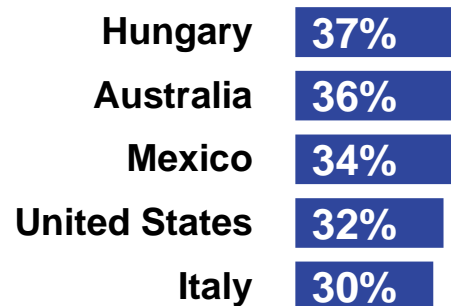
(% choose sport as one of the top 3 most interested in)



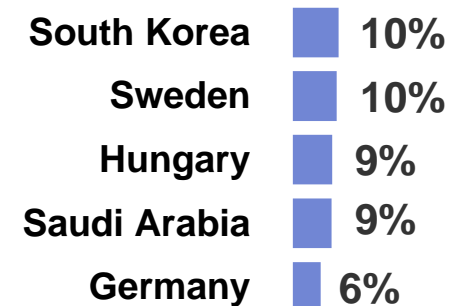
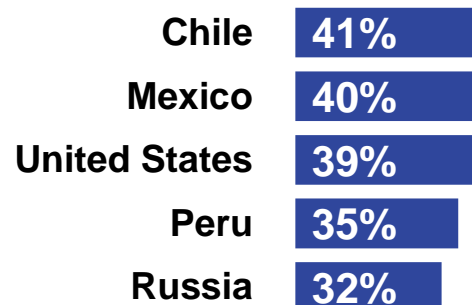
### Least interested

(% choose sport as one of the top 3 most interested in)

## Aquatics (swimming, diving, synchronized swimming, water polo)

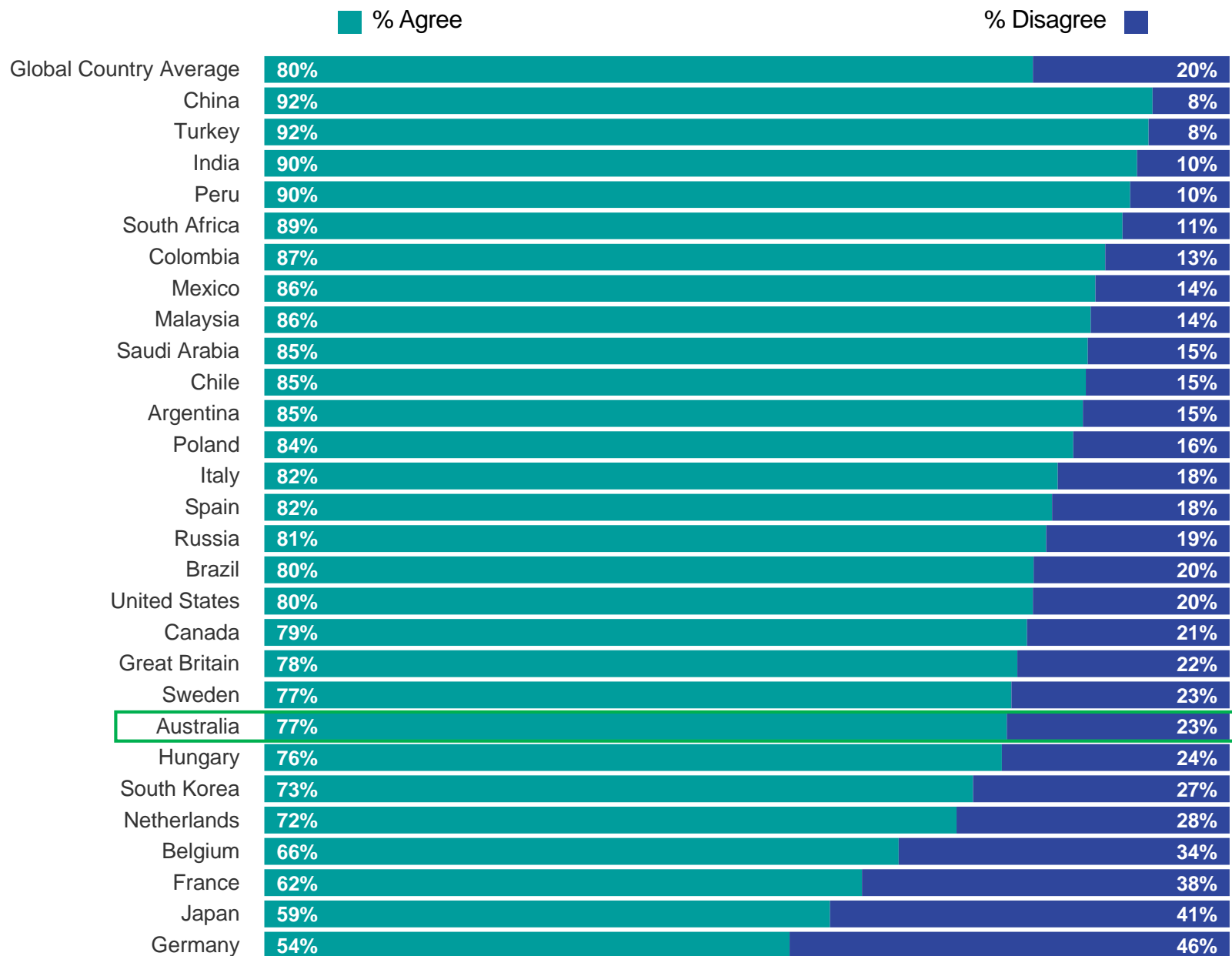


## Gymnastics



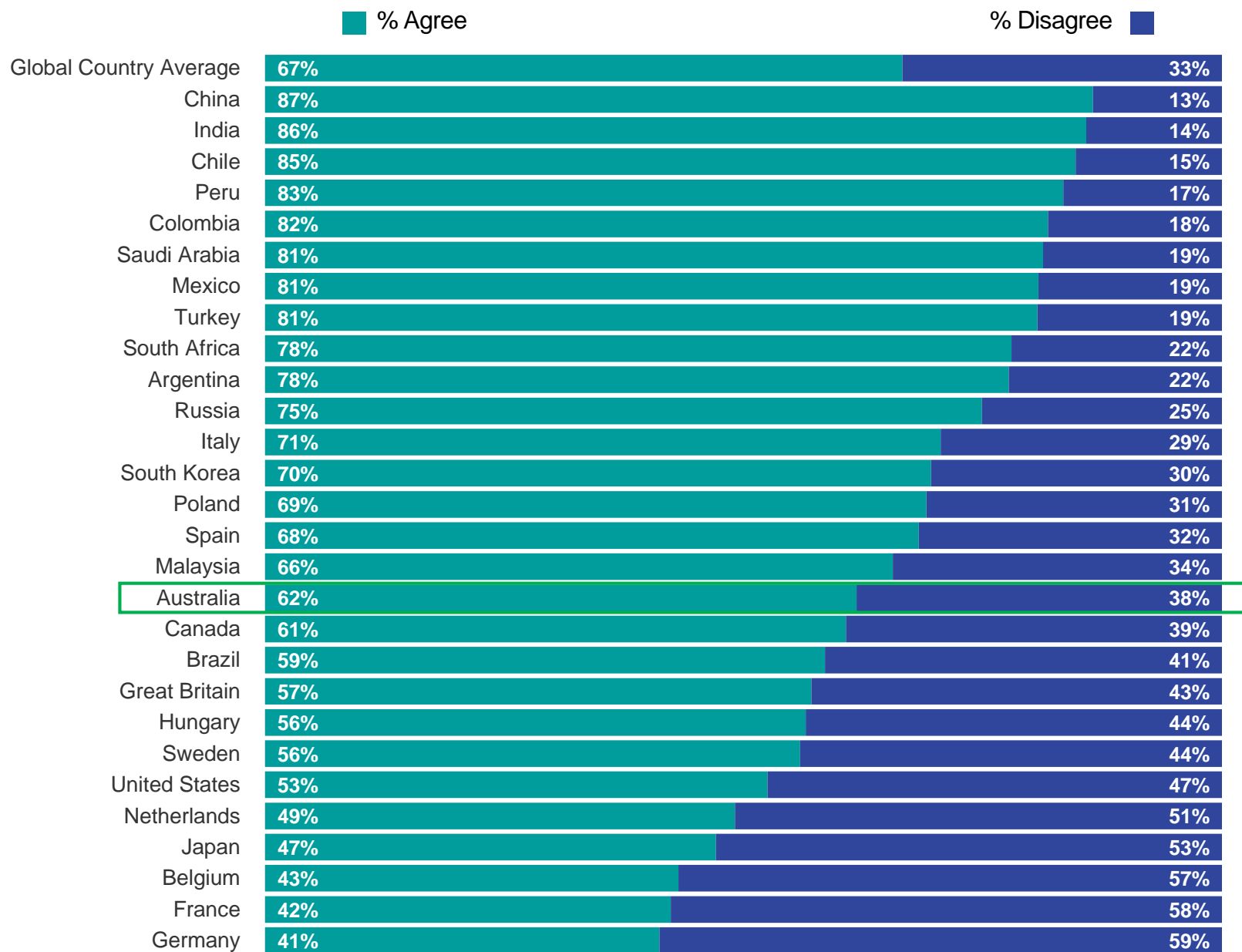
# IMPACT OF THE OLYMPICS ON SOCIETY

# “The Olympics inspire tomorrow's generation to participate in sport”

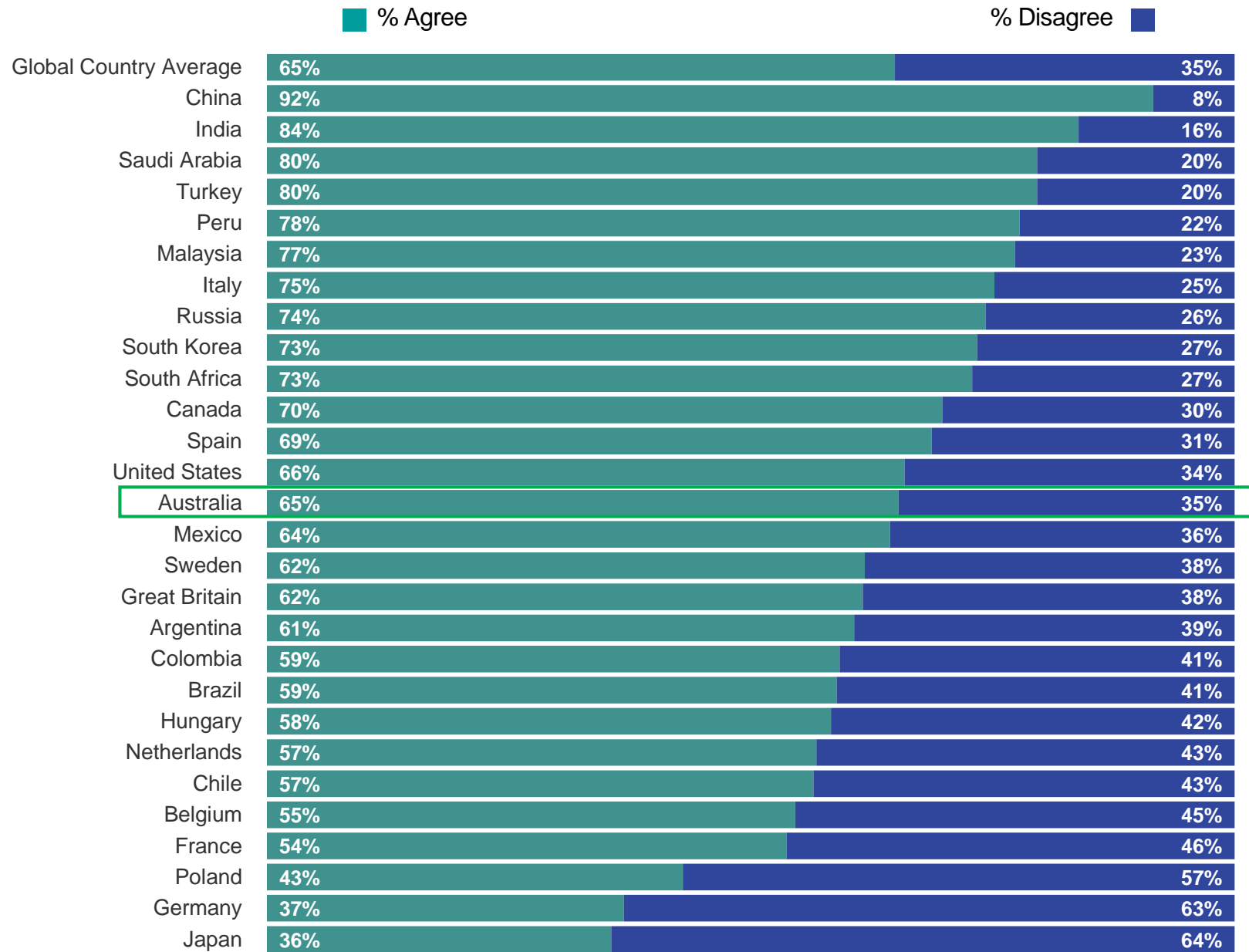




**“Government funding should be used to support my country's athletes at the Olympics”**

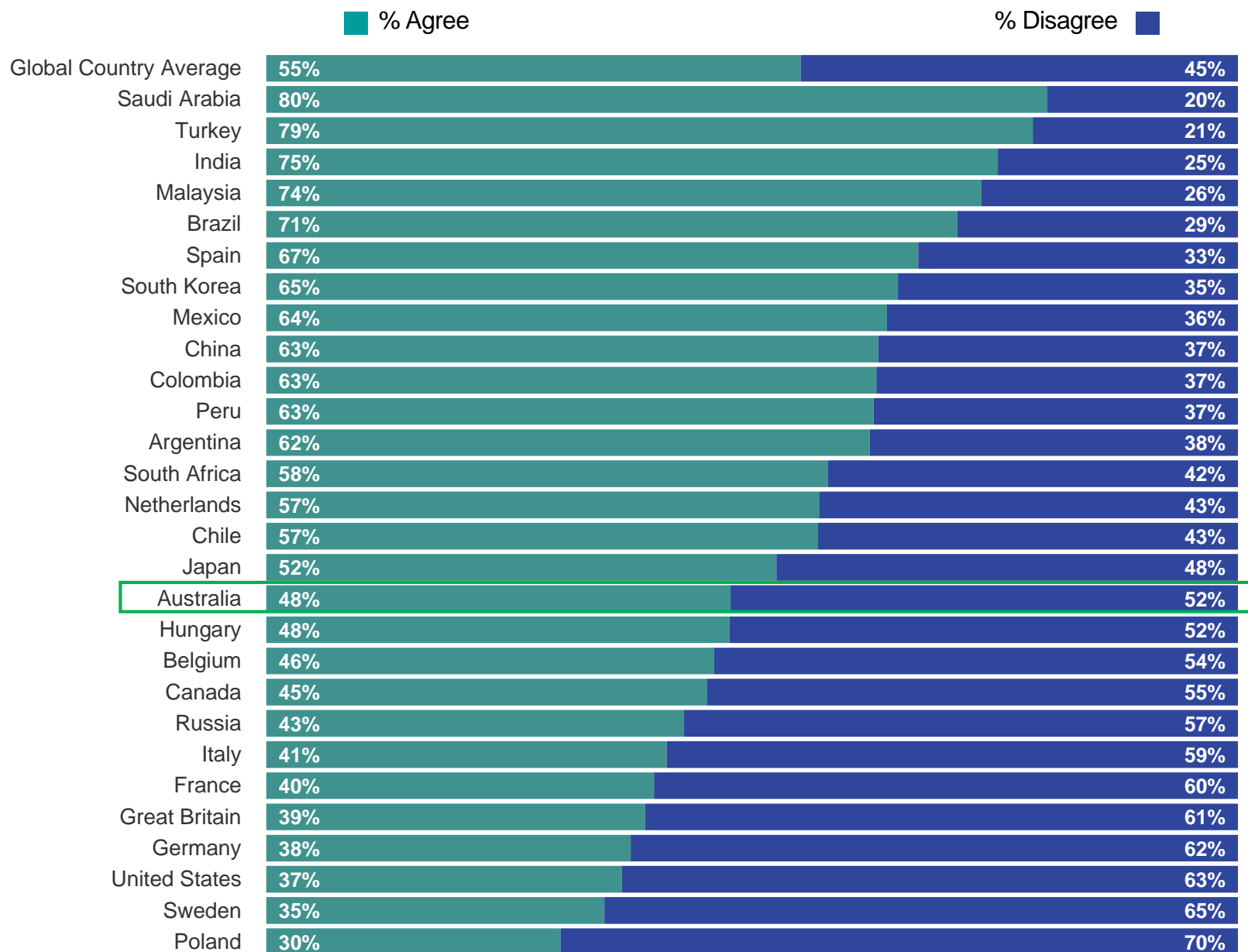


# “The Olympics bring my country together”



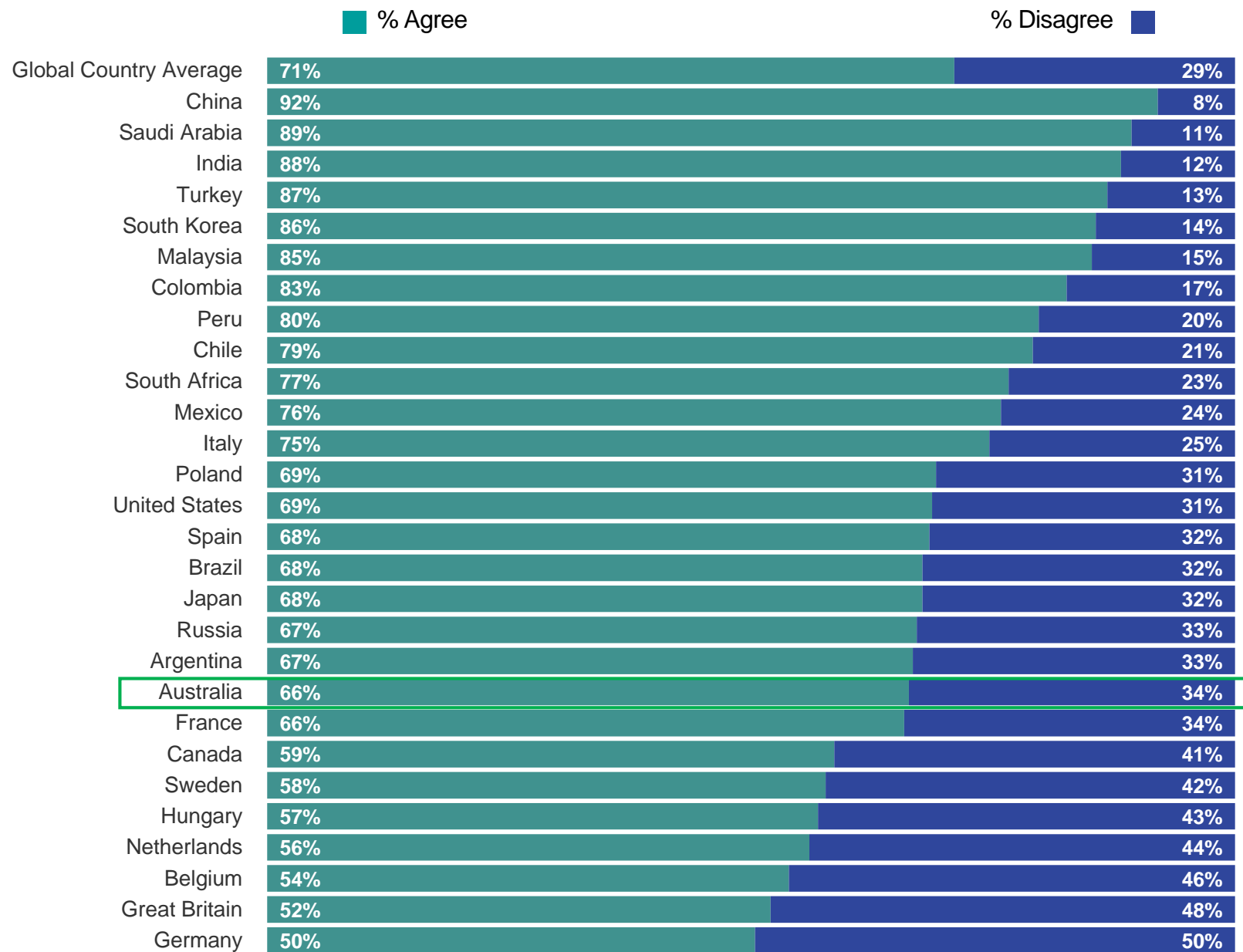


**“There is too much nationalism on display during the Olympics”**





# “Olympic athletes should be given priority vaccinations”



Source:  
Base:

# METHODOLOGY

These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 19,510 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16- 74 in 23 other markets between 21<sup>st</sup> May and 4<sup>th</sup> June, 2021.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, mainland China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population. The data is weighted so that each market’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

“The Global Country Average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

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# GAME CHANGERS

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**



# THANK YOU

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