ATTITUDES TO THE TOKYO 2020 SUMMER OLYMPICS

A 29-market Global Advisor survey

July 2021

GAME CHANGERS

Ipsos

INTRODUCTION

With the approach of the postponed 2020 Tokyo Summer Olympics, we asked people in 29 markets 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 market average) agree that it should go ahead. 57% disagree.

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 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. 2 in 3 Hong Kongers are interested

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** (Hong Kong).

Majorities in 14 markets are very/ somewhat interested in the Olympics, but majorities in 15 markets are not very/not at all interested.

IMPACT

On average, 80% worldwide 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

Most popular Olympic events

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

On average across the 29 markets, **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 markets (% interested)

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

Bottom 5 markets (% interested)

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

SUPPORT FOR THE OLYMPICS

SHOULD THE TOKYO OLYMPICS GO AHEAD?

Our 29-market 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:20,010 adults in 29 markets, 21st May – 4th 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 markets 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.

Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021.

INTEREST IN THE OLYMPICS

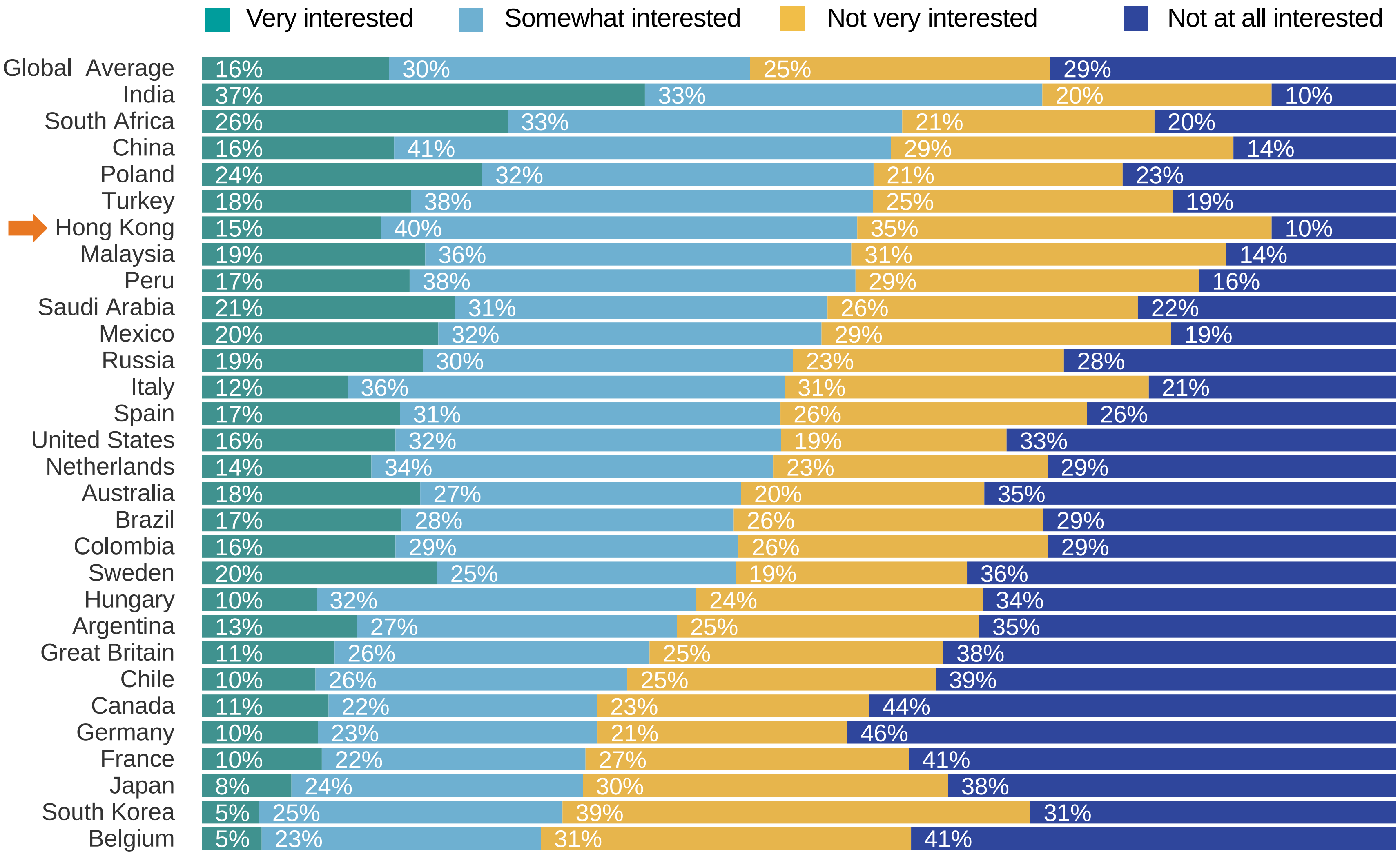
INTEREST IN THE OLYMPICS

On average across 29 markets, 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.

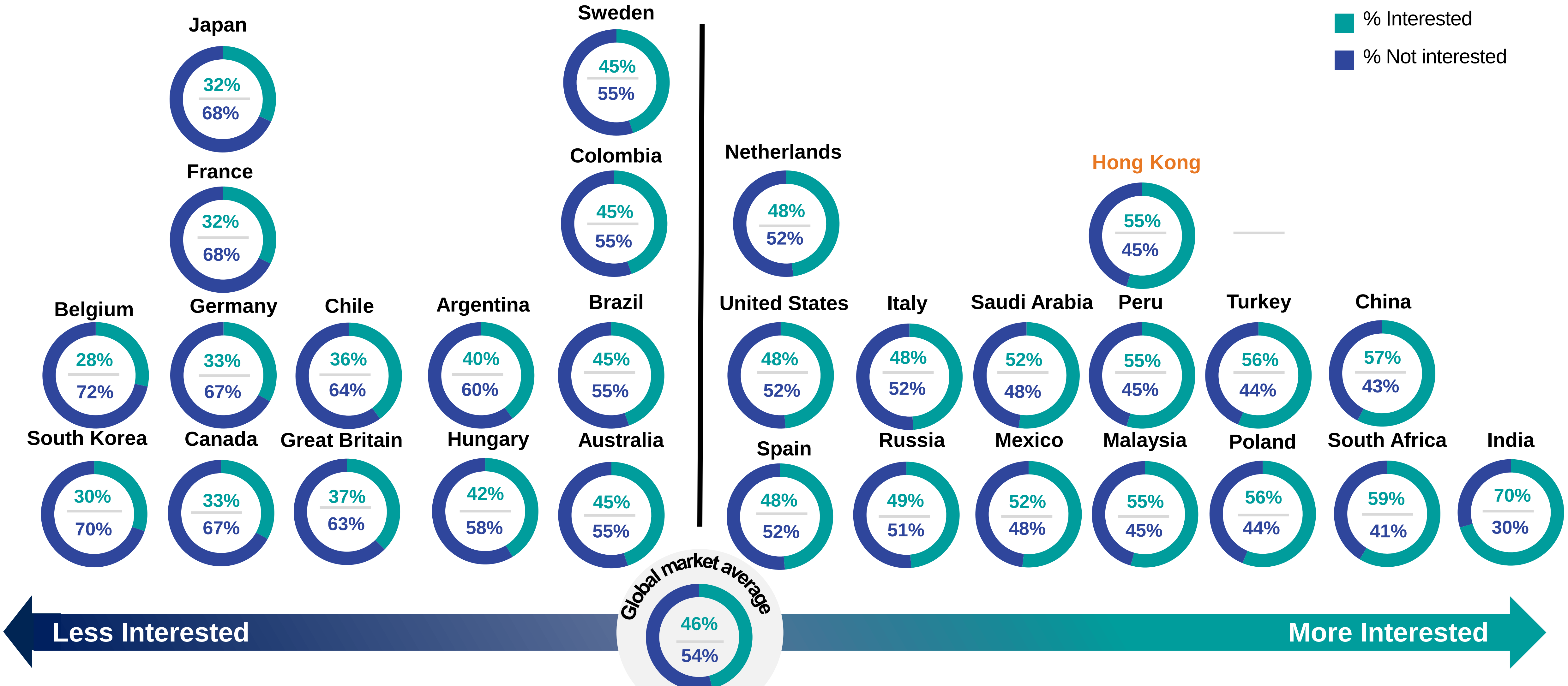
Male respondents are split 50:50 while more women say they are not interested (59% vs. 41%). Older generations also express less interest in the Games.

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



Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021.

GLOBAL INTEREST IN THE TOKYO OLYMPICS: AT A GLANCE



Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021.

WHICH MARKETS ARE MOST INTERESTED IN THE OLYMPICS?

MOST INTERESTED

(% Interested)

1	India	70%
2	South Africa	59%
3	China	57%
4	Poland	56%
5	Turkey	56%

LEAST INTERESTED

(% Not interested)

1	Belgium	72%
2	South Korea	70%
3	Japan	68%
4	France	68%
5	Germany	67%

Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021.

HONG KONG - MOST POPULAR OLYMPIC SPORTS

1	Aquatics*	41%
2	Gymnastics	28%
3	Volleyball	26%
4	Athletics/ Track and field	23%
5	Football/ Soccer	22%
6	Badminton	21%
7	Table tennis	16%
8	Basketball	14%
9	Cycling	12%
10	Tennis	8%

Includes diving, swimming, synchronized swimming and water polo

MOST POPULAR OLYMPIC SPORTS (1-10)

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

	Global market Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	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%	22%	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%	23%	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%	41%	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%	28%	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%	26%	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%	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%	14%	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%	12%	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%	4%	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%	21%	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*

Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021.

MOST POPULAR OLYMPIC SPORTS (11-21)

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

Fix HK colours

	Global market Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hong Kong	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%	5%	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%	16%	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%	5%	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%	3%	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%	2%	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%	3%	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%	4%	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%	4%	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%	4%	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%	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%	3%	1%	3%	3%	2%	1%	1%	1%	2%	1%	3%	4%	1%	2%	1%	2%	5%	2%

Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021.

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)

Football/soccer

Most interested	%
Saudi Arabia	56%
South Korea	49%
Argentina	49%
Peru	45%

Least interested	%
Great Britain	15%
Canada	14%
Australia	12%
United States	10%
Japan	7%

Athletics (track and field)

Most interested	%
South Africa	48%
Sweden	41%
Great Britain	36%
Peru	36%
Poland	34%

Least interested	%
Argentina	18%
Hungary	15%
Saudi Arabia	14%
Brazil	14%
South Korea	13%

Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021.

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)

Most interested	
Hong Kong	41%
Hungary	37%
Australia	36%
Mexico	34%
United States	32%

Least interested	
South Korea	9%
India	9%
Belgium	8%
Germany	8%
Poland	6%

Gymnastics

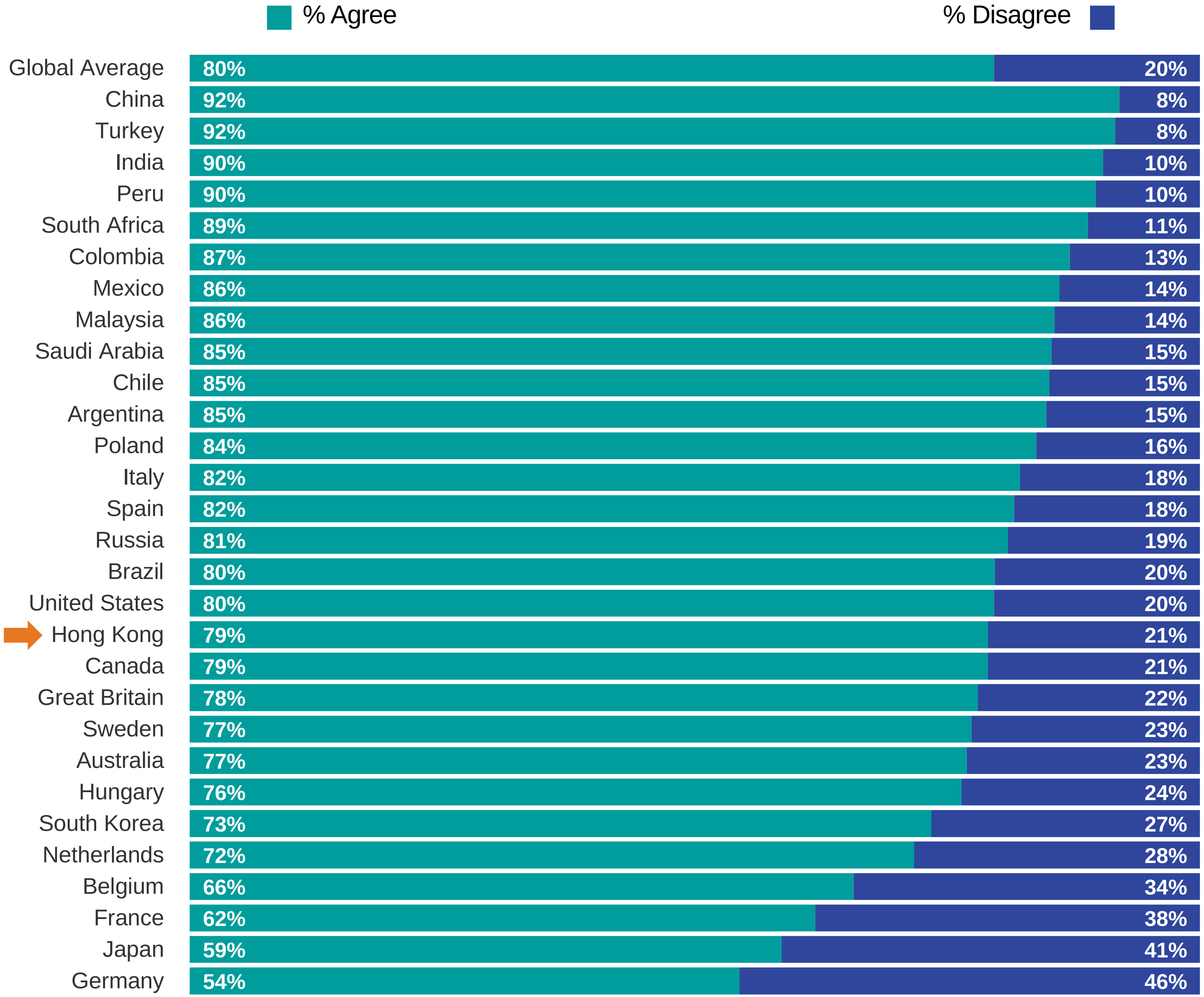
Most interested	
Chile	41%
Mexico	40%
United States	39%
Peru	35%
Russia	32%

Least interested	
South Korea	10%
Sweden	10%
Hungary	9%
Saudi Arabia	9%
Germany	6%

Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021

IMPACT OF THE OLYMPICS ON SOCIETY

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



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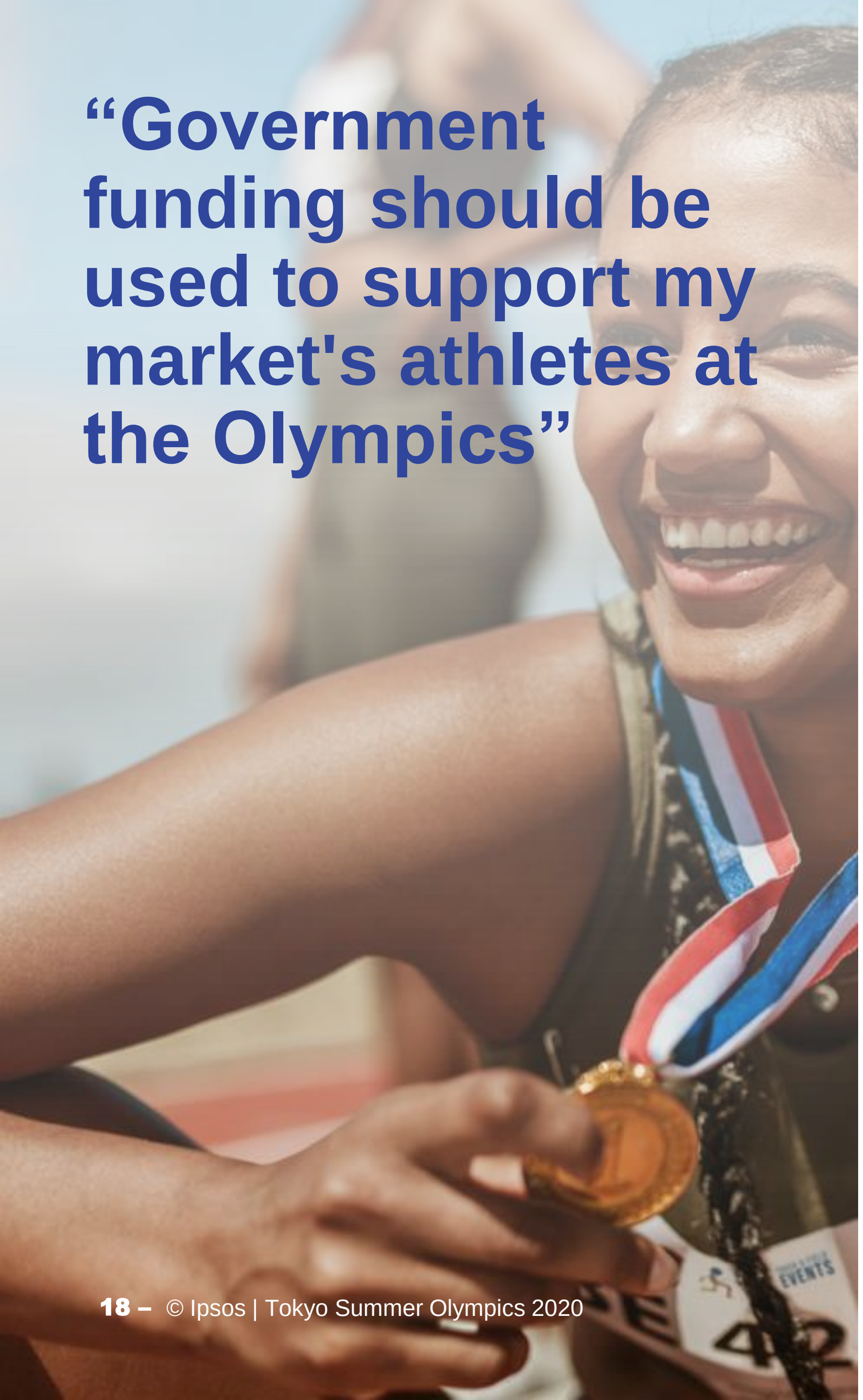
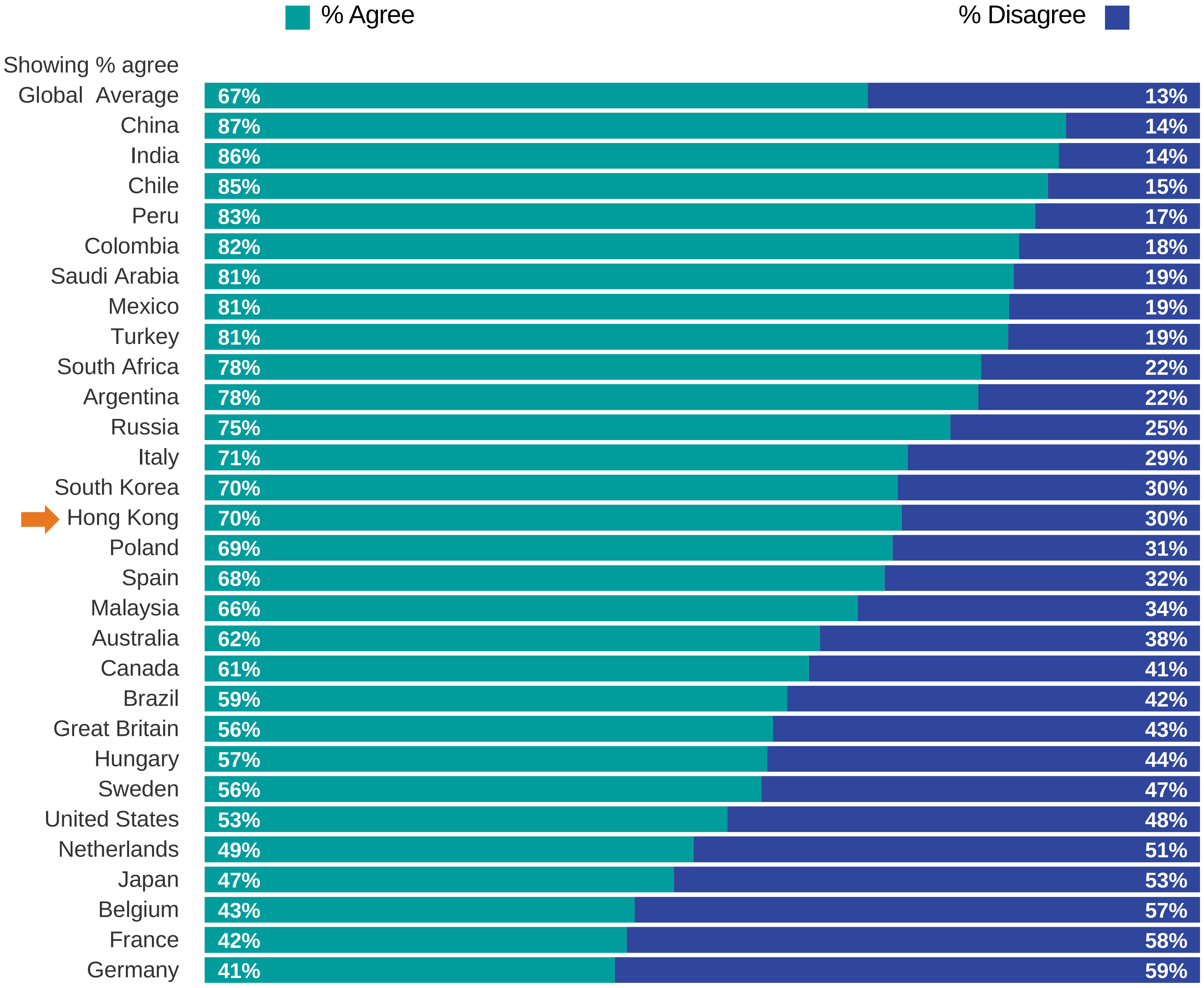
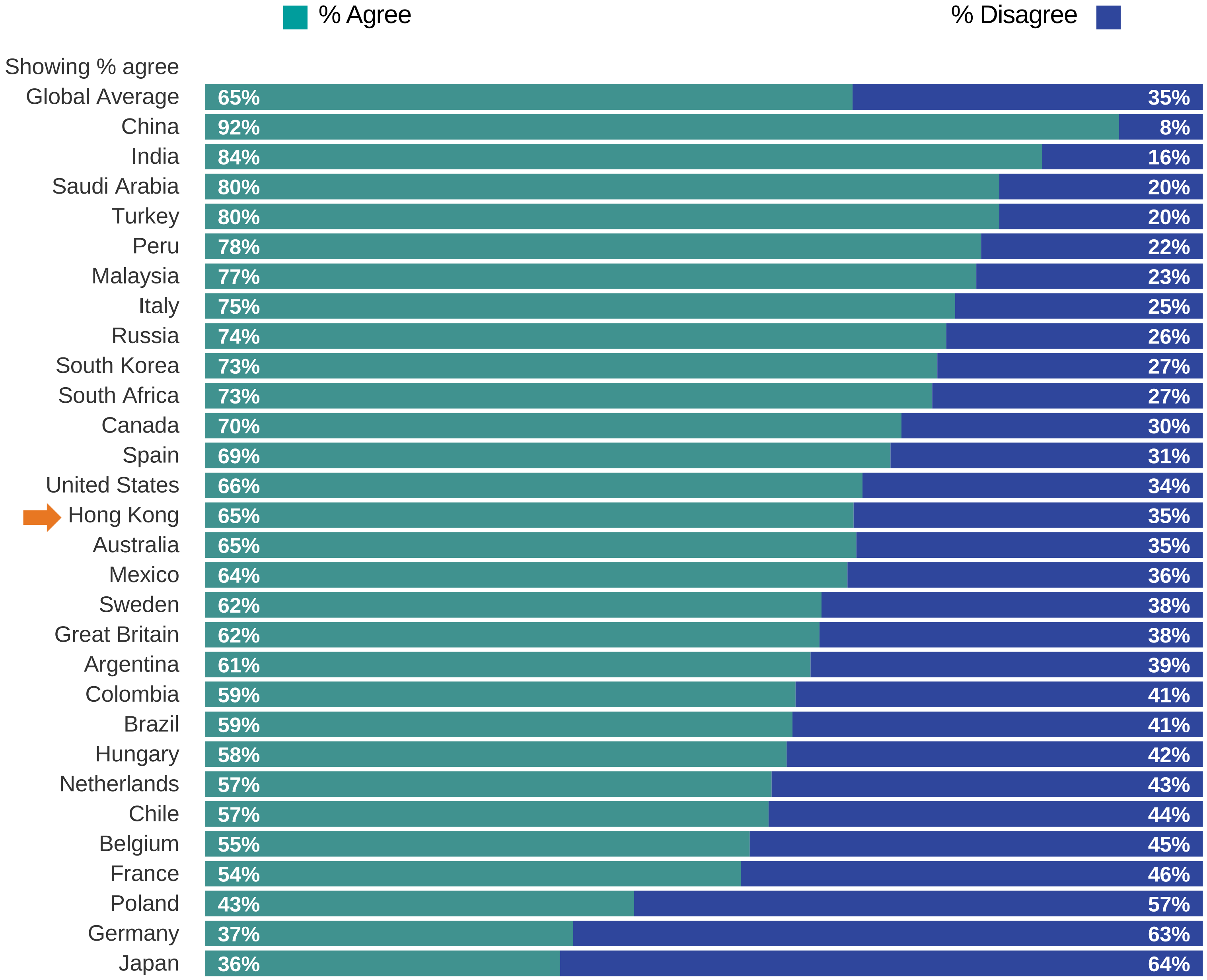


“Government funding should be used to support my market's athletes at the Olympics”



Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021

“The Olympics bring my market together”



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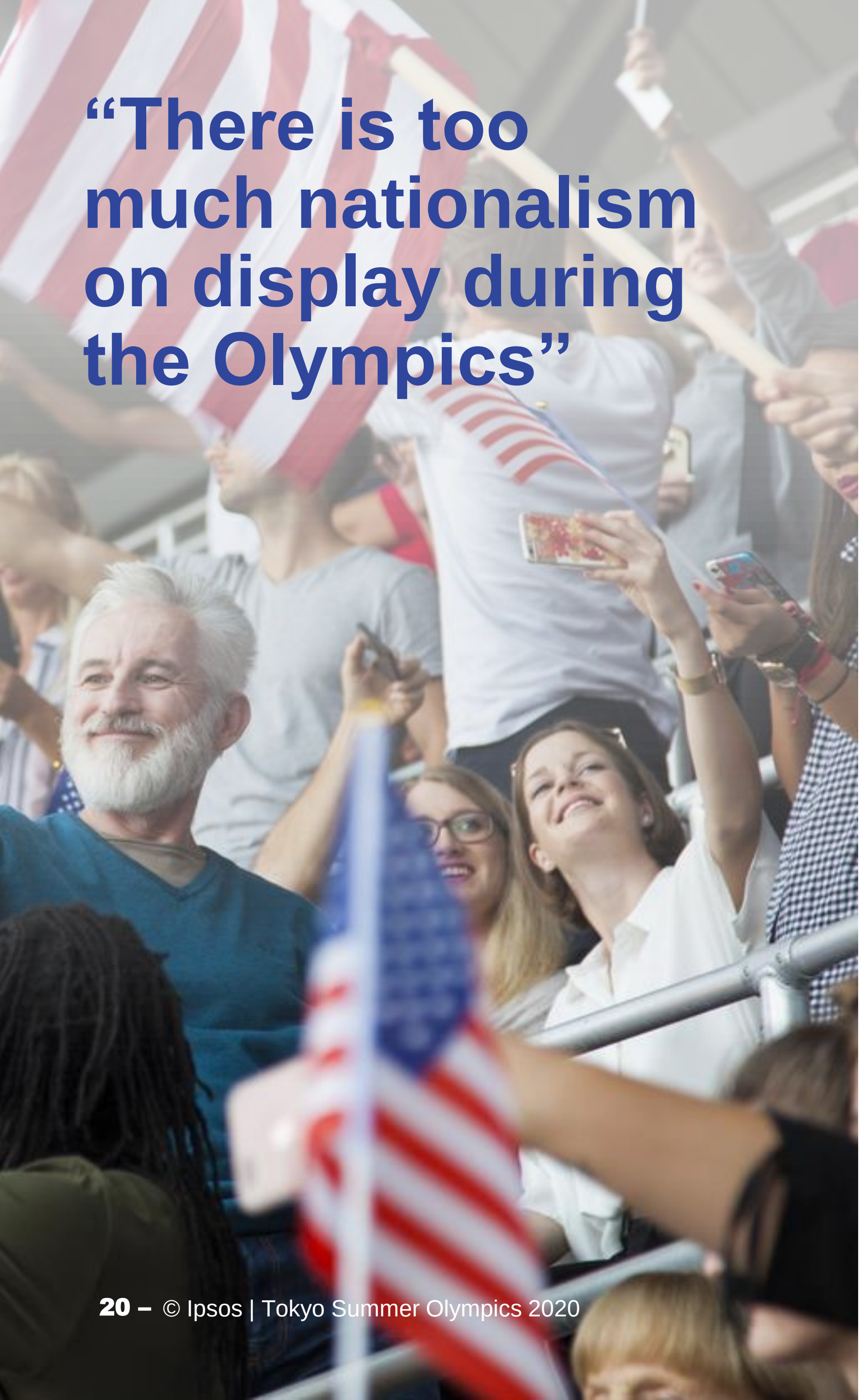
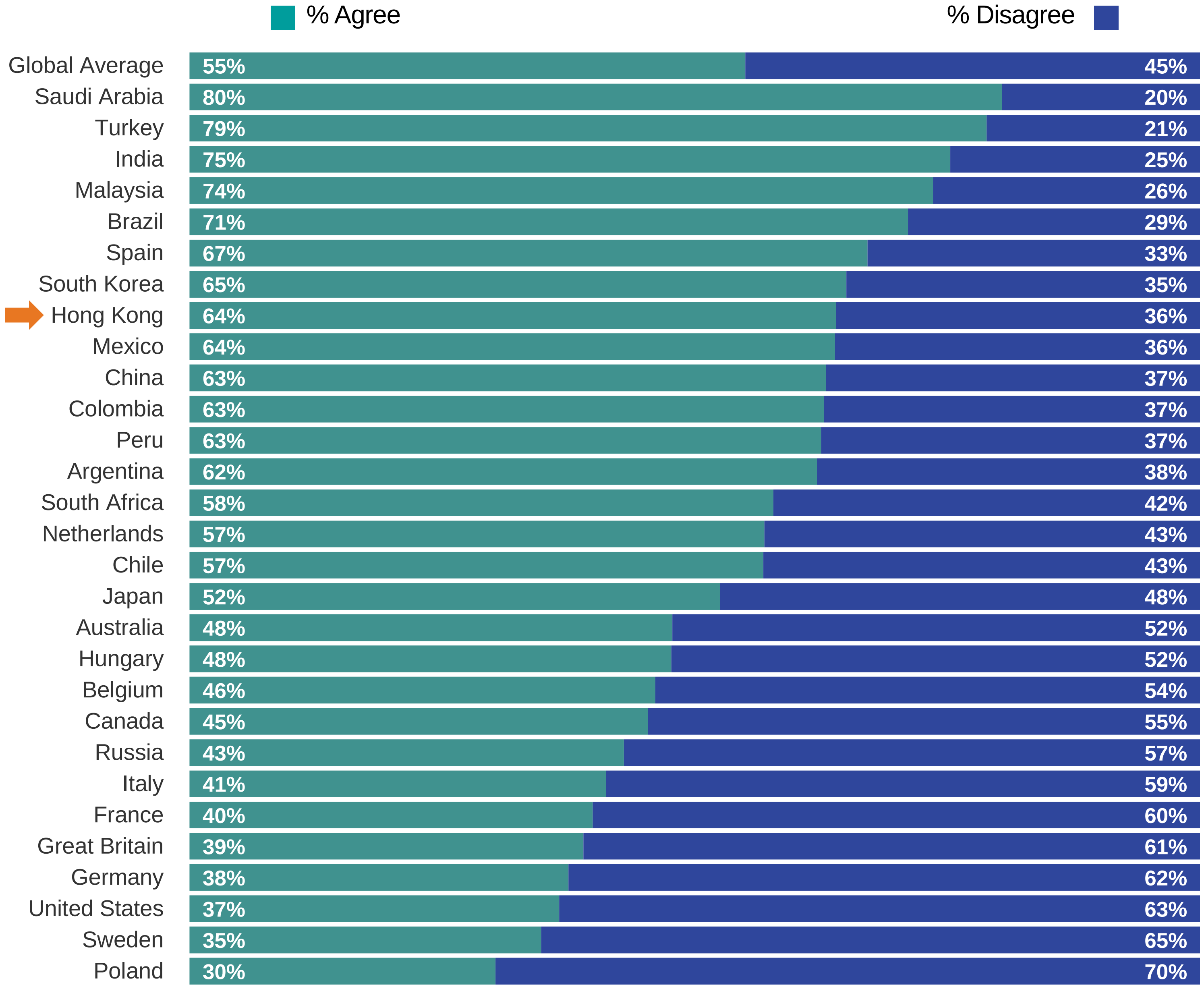


“There is too much nationalism on display during the Olympics”



Source: Ipsos Global Advisor survey
Base:20,010 adults in 29 markets, 21st May – 4th June 2021

“Olympic athletes should be given priority vaccinations”

Showing % agree

	% Agree	% Disagree
Global Average	71%	29%
China	92%	8%
Saudi Arabia	89%	11%
India	88%	12%
Turkey	87%	13%
South Korea	86%	14%
Malaysia	85%	15%
Hong Kong	83%	17%
Colombia	83%	17%
Peru	80%	20%
Chile	79%	21%
South Africa	77%	23%
Mexico	76%	24%
Italy	75%	25%
Poland	69%	31%
United States	69%	31%
Spain	68%	32%
Brazil	68%	32%
Japan	68%	32%
Russia	67%	33%
Argentina	67%	33%
Australia	66%	34%
France	66%	34%
Canada	59%	41%
Sweden	58%	42%
Hungary	57%	43%
Netherlands	56%	44%
Belgium	54%	46%
Great Britain	52%	48%
Germany	50%	50%

Source:
Base:

METHODOLOGY

These are the results of a 29-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,010 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16- 74 in 24 other markets between 21st May and 4th 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, Hong Kong, 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, Hong Kong, 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 markets 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 market Average" reflects the average result for all the markets and markets where the survey was conducted. It has not been adjusted to the population size of each market 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

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

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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