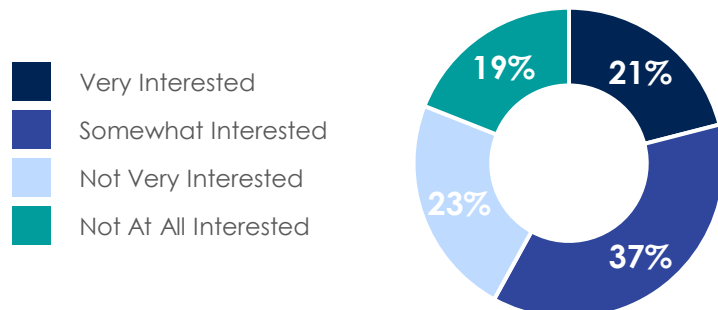


CANADIANS EXPRESS RENEWED INTEREST IN PARIS OLYMPICS COMPARED TO BEIJING AND TOKYO GAMES

MAY 24, 2024

INTEREST IN THE OLYMPICS HAS NEARLY DOUBLED SINCE 2020 AND 2022



Just under six in ten (58%) Canadians say they are interested in the 2024 summer Olympic games to be held in Paris, France, while 42% say they are not interested. This is much higher than reported [interest among Canadians in the Beijing winter Olympics in 2022](#) (32%) and in the [2020 Tokyo summer Olympics](#) (33%).

TOP FIVE OLYMPIC EVENTS

From this list of Olympic events, which 3 are you most interested in following this year?

28%

Gymnastics

26%

Aquatics (diving, swimming, etc.)

22%

Track and field

18%

Soccer

16%

Basketball

EIGHT IN TEN FEEL PARIS OLYMPICS IMPORTANT OPPORTUNITY TO BRING THE WORLD TOGETHER

Pride and positivity toward the Olympics is high among Canadians, with strong majorities believing that it will bring the world together in spite of global conflict. Around four in ten think the Olympics are more fuss than they're worth and are too nationalistic.



ABOUT THIS MEDIA RELEASE

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between May 10 to 13, 2024, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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