

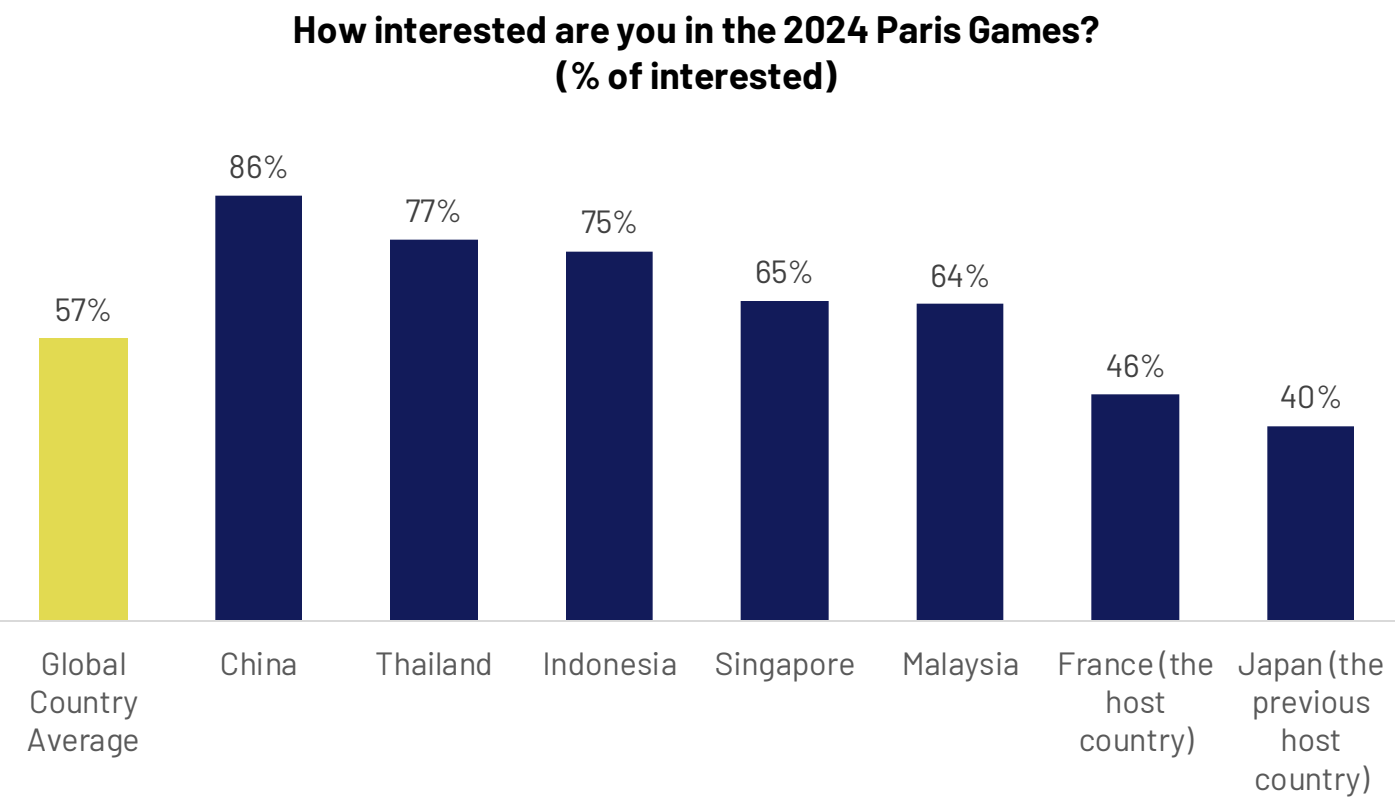
IPSOS PRESS RELEASE 2024 PARIS GAMES

What do Malaysians feel about
the Paris Games 2024?

July 2024

Malaysians have a higher interest in the 2024 Paris Games than the average of 33 countries

Asian countries, especially China and SEA, have shown very high interest in the quadrennial sport event. Interestingly, the excitement is lower among the citizens in the current and previous host countries, France and Japan. About 3 out of 4 Malaysians agreed that the world conflicts should not stop the event.



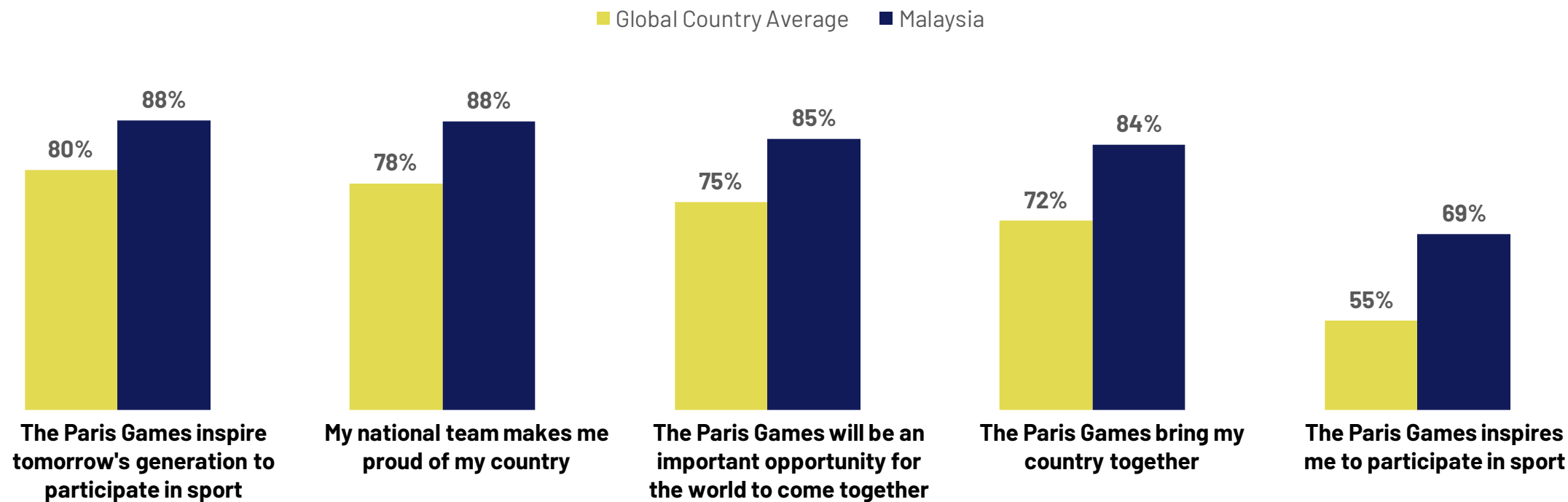
73% of Malaysians agree that the 2024 Paris Games should go ahead regardless of the world's economy and conflicts



Based on interviews with over 500 adults aged 18+ in Malaysia; 24,531 online adults under age 75 across 33 countries, in May 24 – June 7, 2024

The 2024 Paris Games is viewed as an inspiration for sports by Malaysians

About 8 out of 10 Malaysians say that the Games has a positive and unifying effect on the world and the country.



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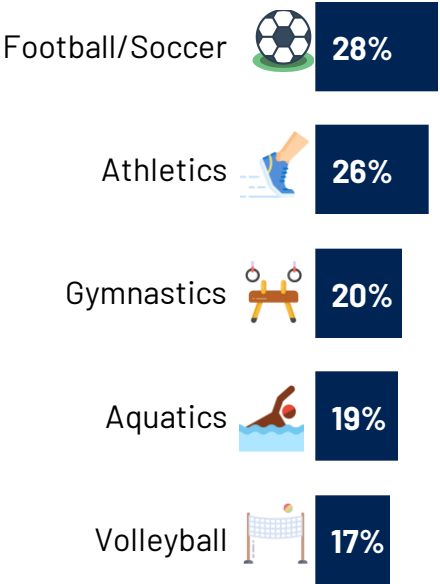


Badminton is the most anticipated sport event among Malaysians

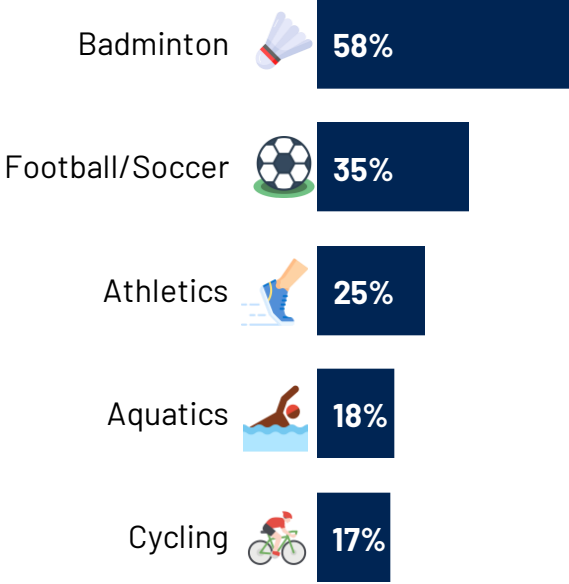
Malaysians show a significantly high interest in badminton, second only to Indonesians. About 1 out of 3 Malaysians are interested in football, which is ahead of the 33-country average (28%).

MOST ANTICIPATED EVENTS IN 2024 PARIS GAMES

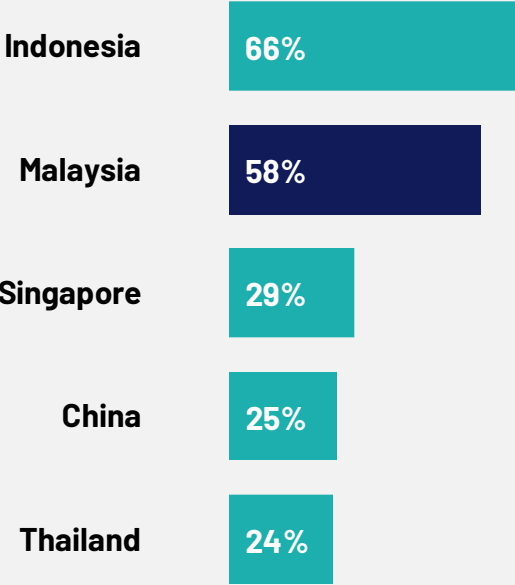
GLOBAL COUNTRY AVERAGE



MALAYSIA



ANTICIPATION TOWARDS BADMINTON (% BY COUNTRIES)



What do Malaysians feel about the 2024 Paris Games?

The 2024 Paris Games, which is scheduled to be held from 26th July to 11th August, will be the first Games after the Covid-19 pandemic.

About 2 out of 3 Malaysians say they are interested about the Games, much higher than average of all countries surveyed (57%). The excitement is high among the Asian countries, and a majority in all countries say that it should go ahead despite world's economy and wars.

The Paris Games is not only a sporting event for Malaysians. 8 out of 10 Malaysians view it as an opportunity of unity, pride and an inspiration for future generations to engage in sports.

Badminton holds a special place in the hearts of Malaysians. About 6 out of 10 Malaysians are interested in badminton, far surpassing the 33-country average and many other countries.

Overall, the 2024 Paris Games has a positive and unifying effect among Malaysians. Excitement among the people is high, and it should not be stopped by the wars and conflicts taking place.



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