

ATTITUDES TO THE 2024 OLYMPICS

A 33-country Ipsos
Global Advisor Survey

July 2024



Key findings



Interest in the Games is higher than for Tokyo

In all but one of the countries featured in both our 2021 and 2024 surveys, there is more interest for the Paris Olympics than there was when the Games were in Tokyo. Türkiye is the only country where interest is not higher, its figure is the same as three years ago (56%).



Excitement for the Games highest in Asia

Across 33 countries, 57% say they are interested in the Games. China (86%), Thailand (77%), Indonesia (75%) and Philippines (72%) are the most interested. In host country France only 44% are interested, but this is up from 32% in 2021.



Football/soccer is the event where interest is highest

While it may not be seen as a traditional Olympic event, 28% say they are interested in football, ahead of athletics (26%) and gymnastics (20%). Latin America is most interested in football with Argentina (55%), Peru (50%) and Colombia (47%) the most excited.



The Olympics brings people and countries together

Around three in four say the Olympics presents an important opportunity for the world to come together (75%), brings their country together (72%) and makes them proud of their country (78%).



War and economic crises should not stop the Olympics

A majority in all countries surveyed say the Games should go ahead despite the world's economy and wars around the world. A majority in all countries also feel like the climate crisis should not stop the Olympics.



The Games seen as inspiring the next generation

Eight in ten (80%) say the Olympics inspires tomorrow's generation to take part in sport. However, only 55% say the Games "inspires me to participate in sport". This feeling is stronger among younger people (61% of Gen Z, 62% of Millennials).

At a glance

Who is most interested in the Olympics?

How interested are you in the 2024 Summer Olympic Games in Paris, France? (% interested)

Top five countries (% interested)

China	86%
Thailand	77%
Indonesia	75%
Philippines	72%
Mexico	68%

Bottom five countries (% interested)

Belgium	38%
Japan	40%
Hungary	44%
Canada	45%
Germany	46%

Most popular events:

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

28%



Football/soccer is the most anticipated event with 28% interested in watching matches. Interest is higher among men (35%), Millennials and Gen Z (both 30%).

26%



Athletics is close behind football/ soccer in terms of excitement with 26% interested. Interest is higher among baby boomers (36%) and Gen X (29%) compared to Millennials (22%) and Gen Z (17%).

75%



75% say the Paris Olympics will be an important opportunity for the world to come together.

55%

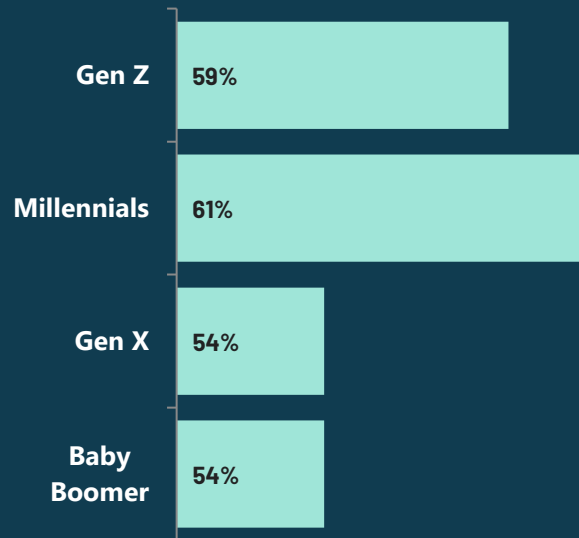


55% say the Olympics inspires them to participate in sport. Inspiration is higher on average among Asia Pacific and Latin American nations, with English-speaking and European nations making up most of the least inspired countries.

Generations

Who is most interested in the Olympics?

How interested are you in the 2024 Summer Olympic Games in Paris, France? (% interested)



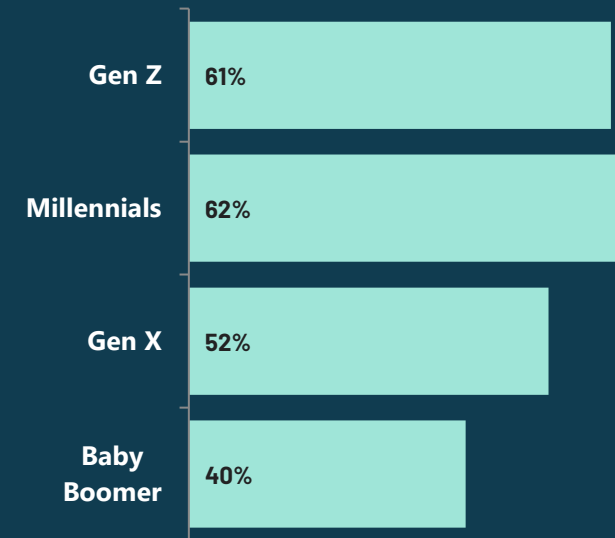
Most popular events:

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

Gen Z		Millennials	
Soccer	30%	Soccer	30%
Volleyball	20%	Athletics	22%
Athletics	17%	Gymnastics	19%
Gymnastics	17%	Aquatics	18%
Aquatics	17%	Volleyball	18%
Gen X		Baby Boomers	
Athletics	29%	Athletics	36%
Soccer	27%	Soccer	23%
Gymnastics	23%	Gymnastics	23%
Aquatics	19%	Aquatics	22%
Volleyball	16%	Tennis	13%

Taking part in sport

The Olympics inspires me to participate in sport (% agree)



Gender

Who is most interested in the Olympics?

How interested are you in the 2024 Summer Olympic Games in Paris, France? (% interested)

61%



54%



Most popular events:

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

Men

Soccer	35%
Athletics	28%
Basketball	17%
Volleyball	16%
Boxing	15%

Women

Gymnastics	28%
Aquatics	24%
Athletics	23%
Soccer	21%
Volleyball	16%

Taking part in sport

The Olympics inspires me to participate in sport (% agree)

58%

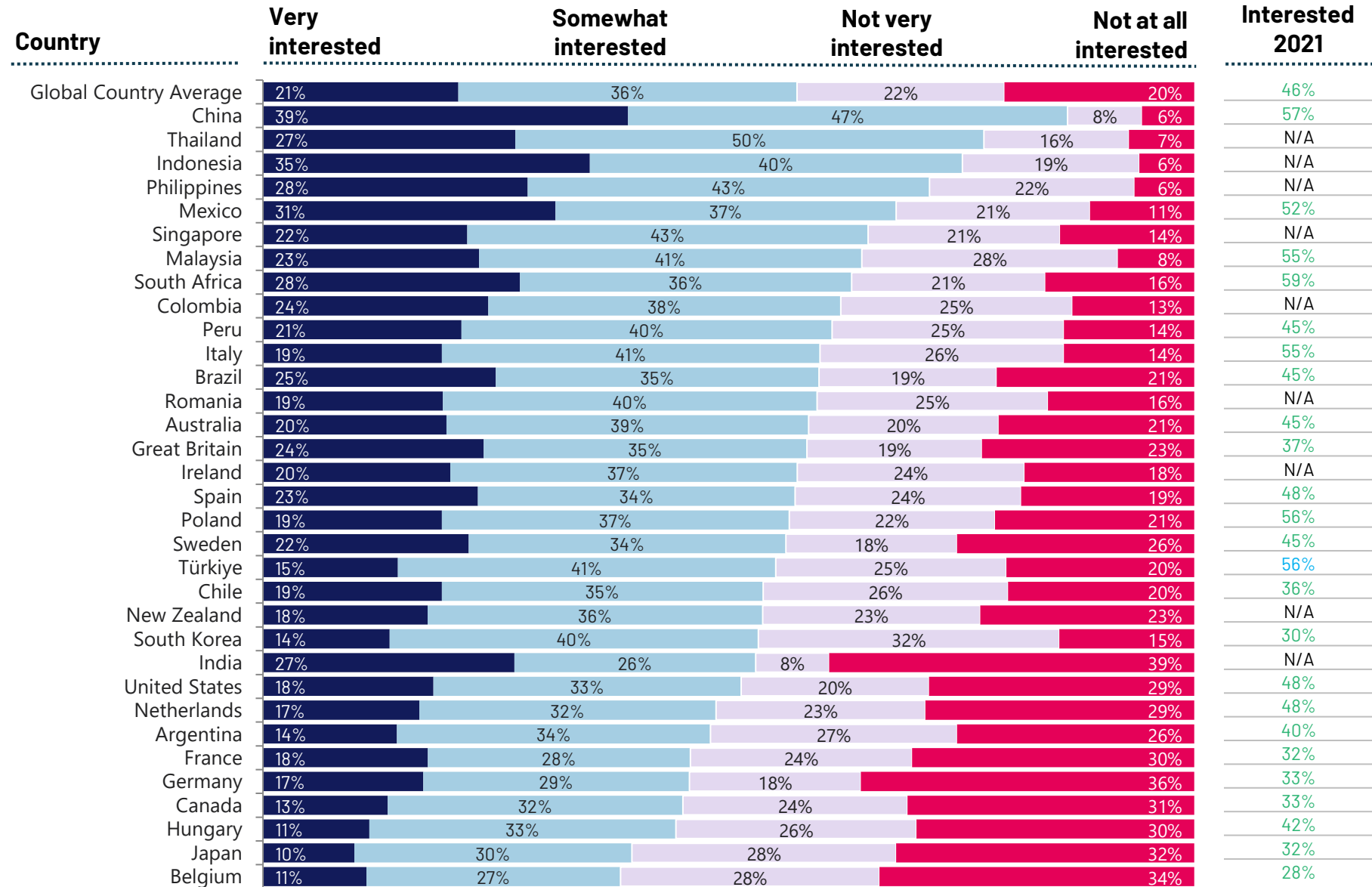


52%



How interested are you in the 2024 Summer Olympic Games in Paris, France?

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024

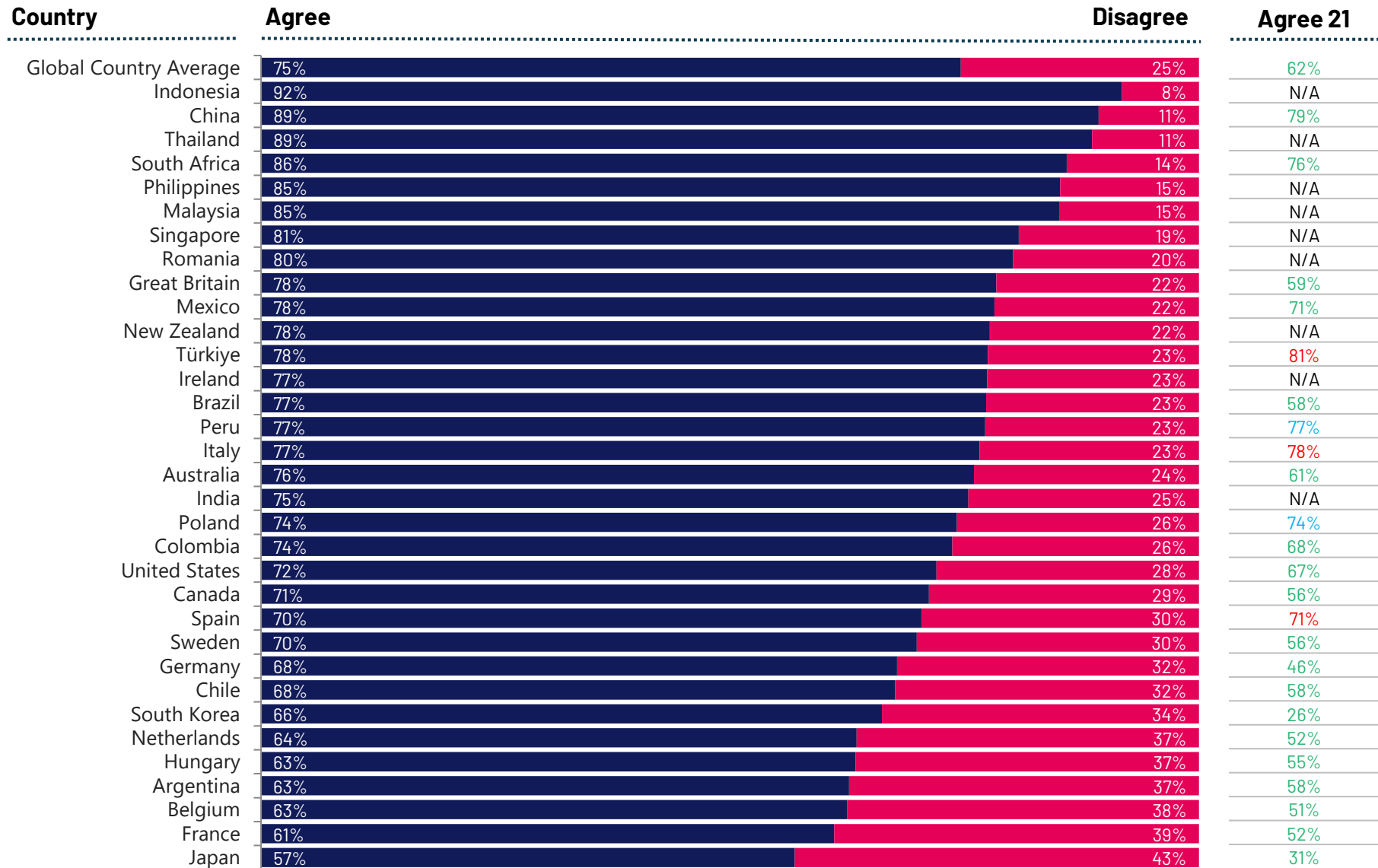


Higher than in 2021 ■
 Lower than in 2021 ■
 The same as 2021 ■



To what extent do you agree or disagree with the following statements about the Olympic Games? **The Paris Olympics will be an important opportunity for the world to come together**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024

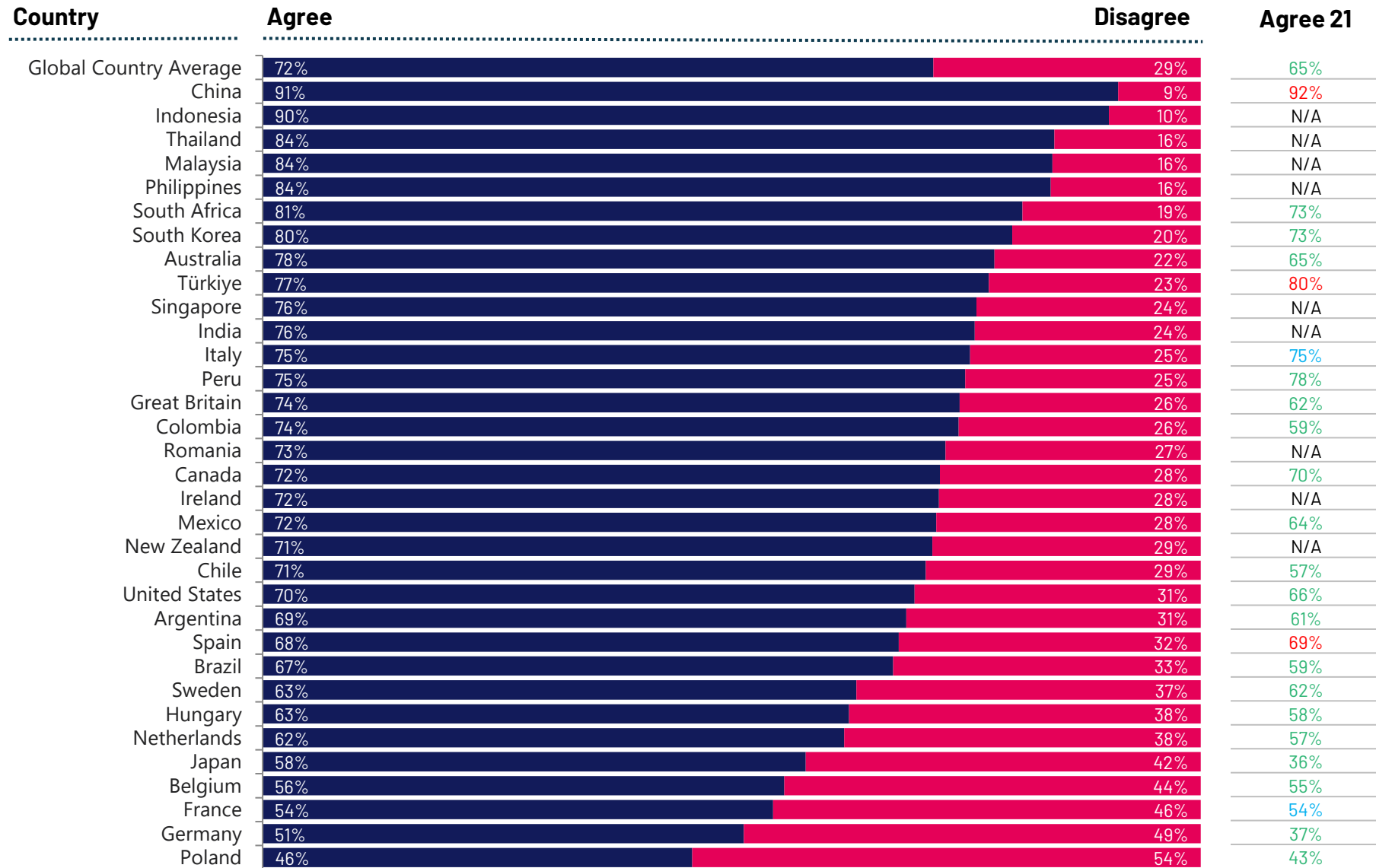


Higher than in 2021 ■
 Lower than in 2021 ■
 The same as 2021 ■



To what extent do you agree or disagree with the following statements about the Olympic Games? **The Olympics bring my country together**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024

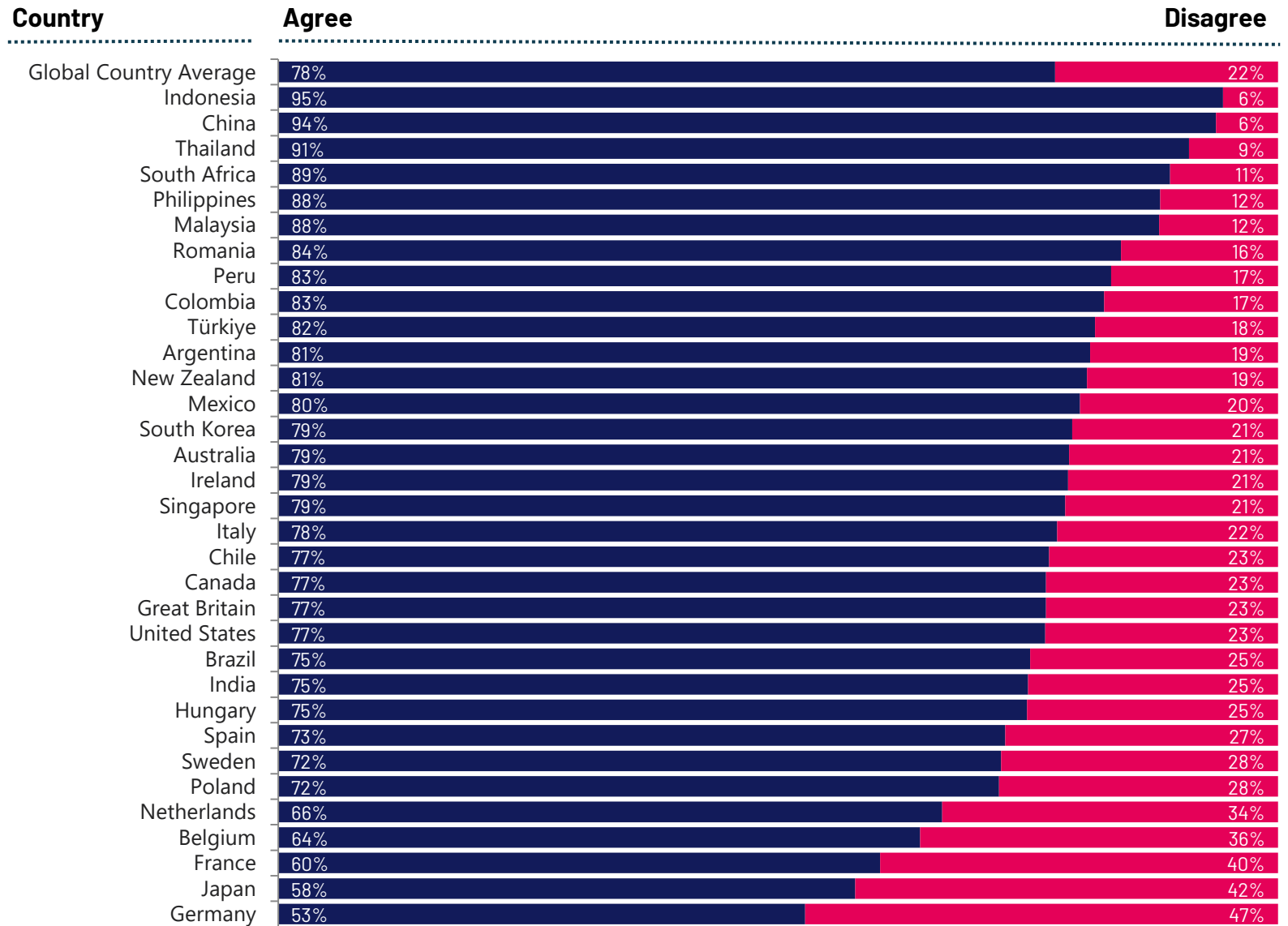


Higher than in 2021 ■
 Lower than in 2021 ■
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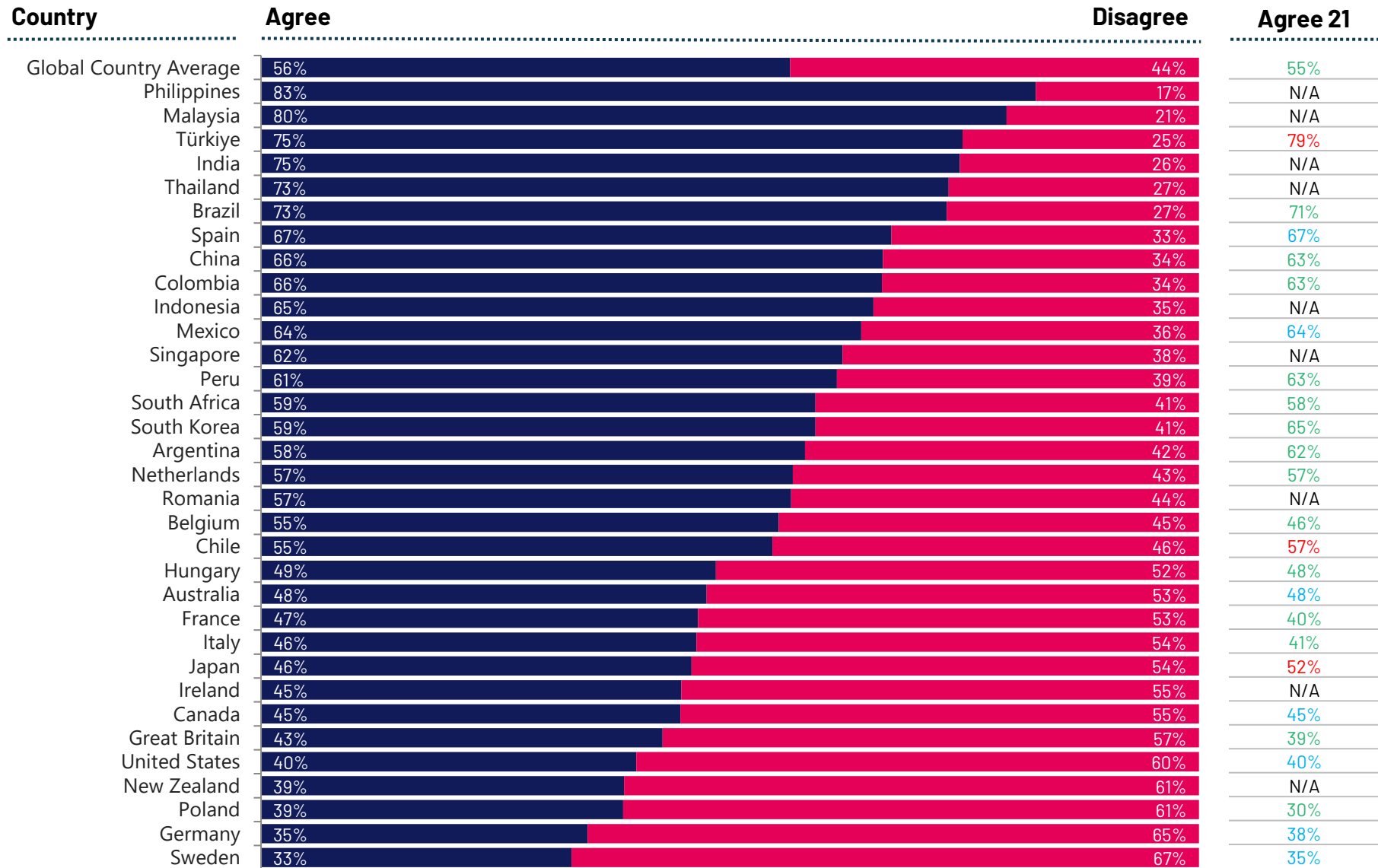
To what extent do you agree or disagree with the following statements about the Olympic Games? ... **Olympic team makes me proud of my country**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024



To what extent do you agree or disagree with the following statements about the Olympic Games? **There is too much nationalism on display during the Olympics**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024

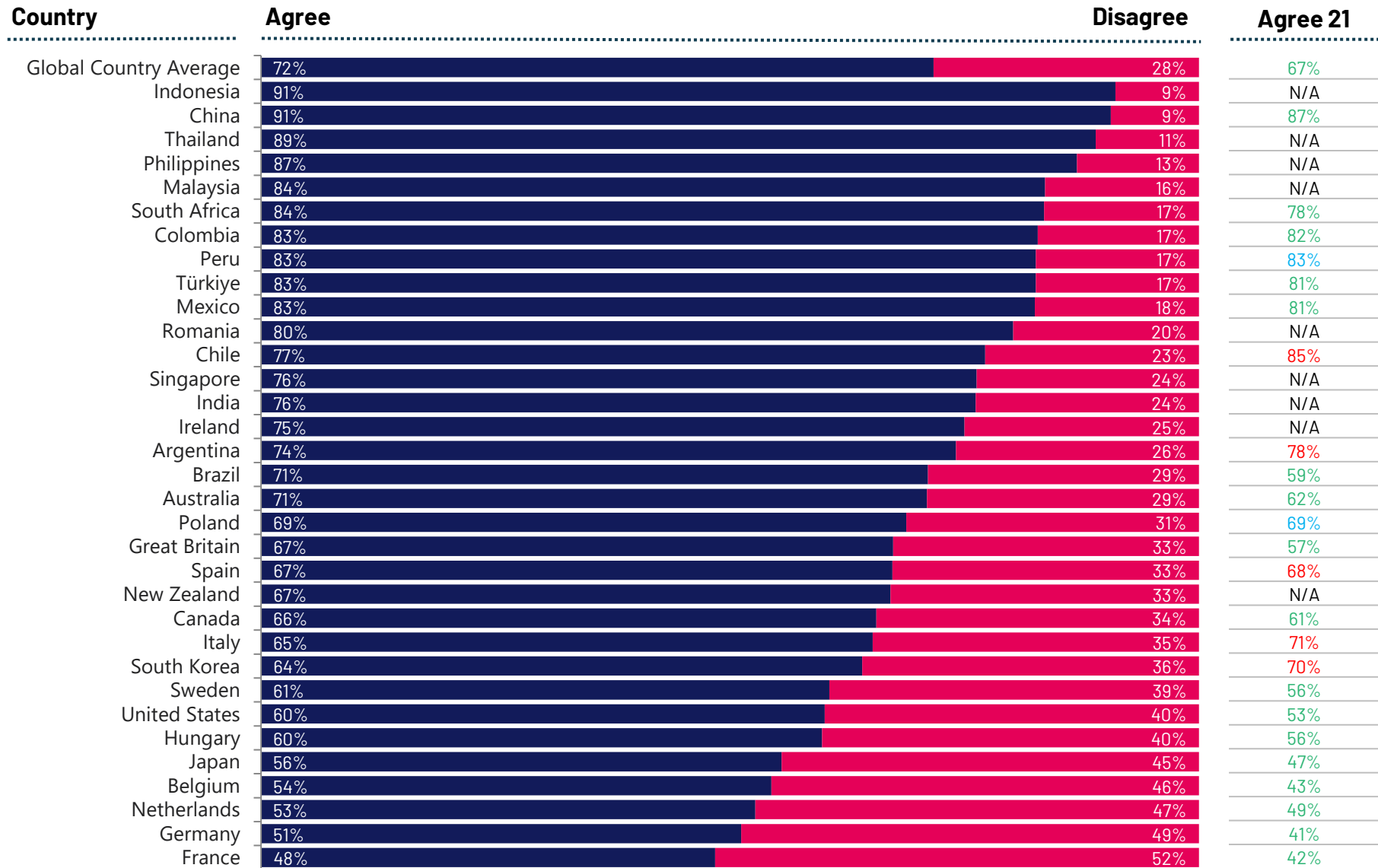


Higher than in 2021 ■
 Lower than in 2021 ■
 The same as 2021 ■



To what extent do you agree or disagree with the following statements about the Olympic Games? **Government funding should be used to support my country's athletes at the Olympics**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024

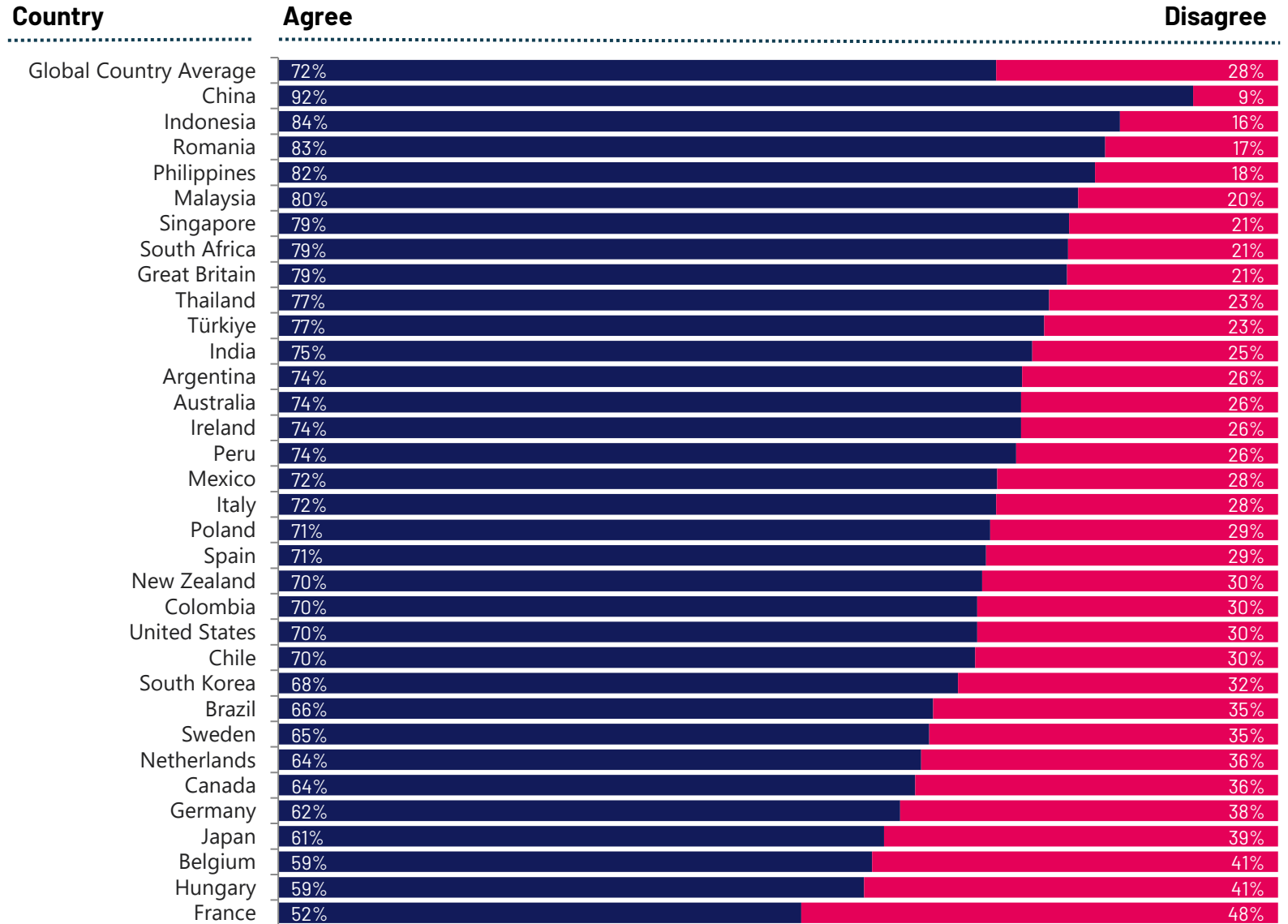


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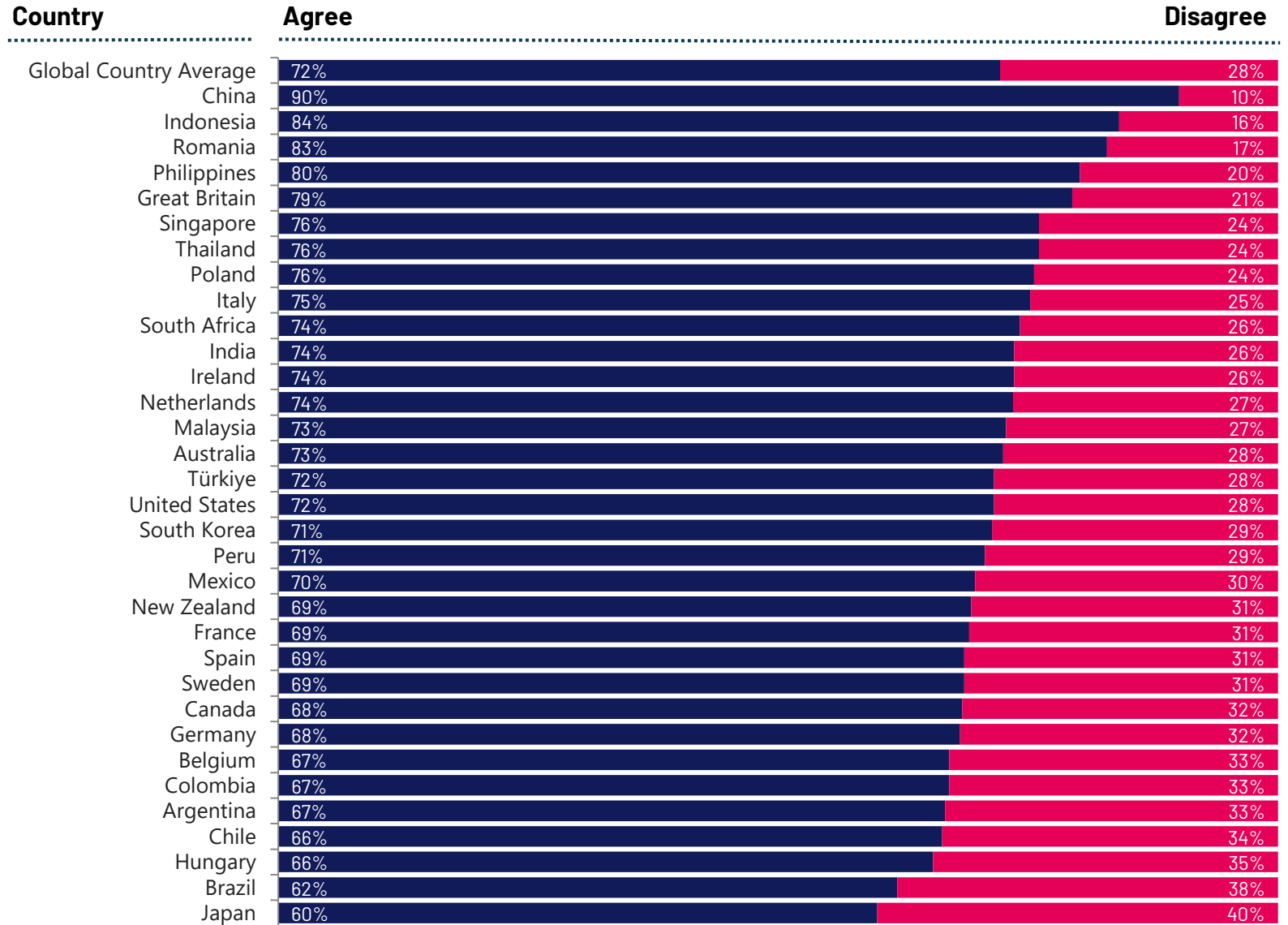
To what extent do you agree or disagree with the following statements about the Olympic Games? ... **It is important that global events such as the Olympics happen, despite the climate impact of travel and construction**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024



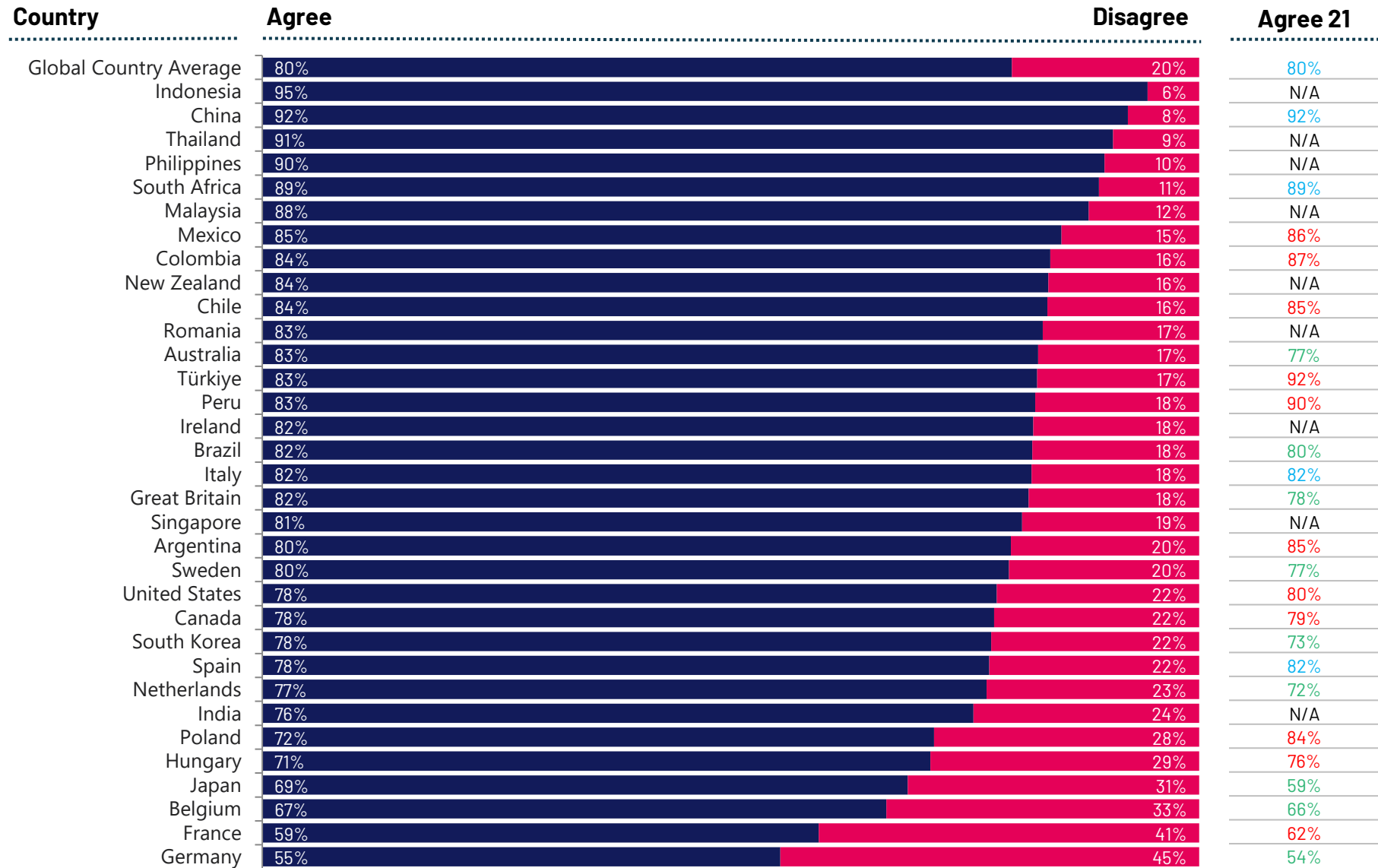
To what extent do you agree or disagree with the following statements about the Olympic Games? ... **The Paris Olympics should go ahead, regardless of the world's economy and conflicts, for example, wars in Ukraine and the Middle East**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024



To what extent do you agree or disagree with the following statements about the Olympic Games? **The Olympics inspire tomorrow's generation to participate in sport**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024

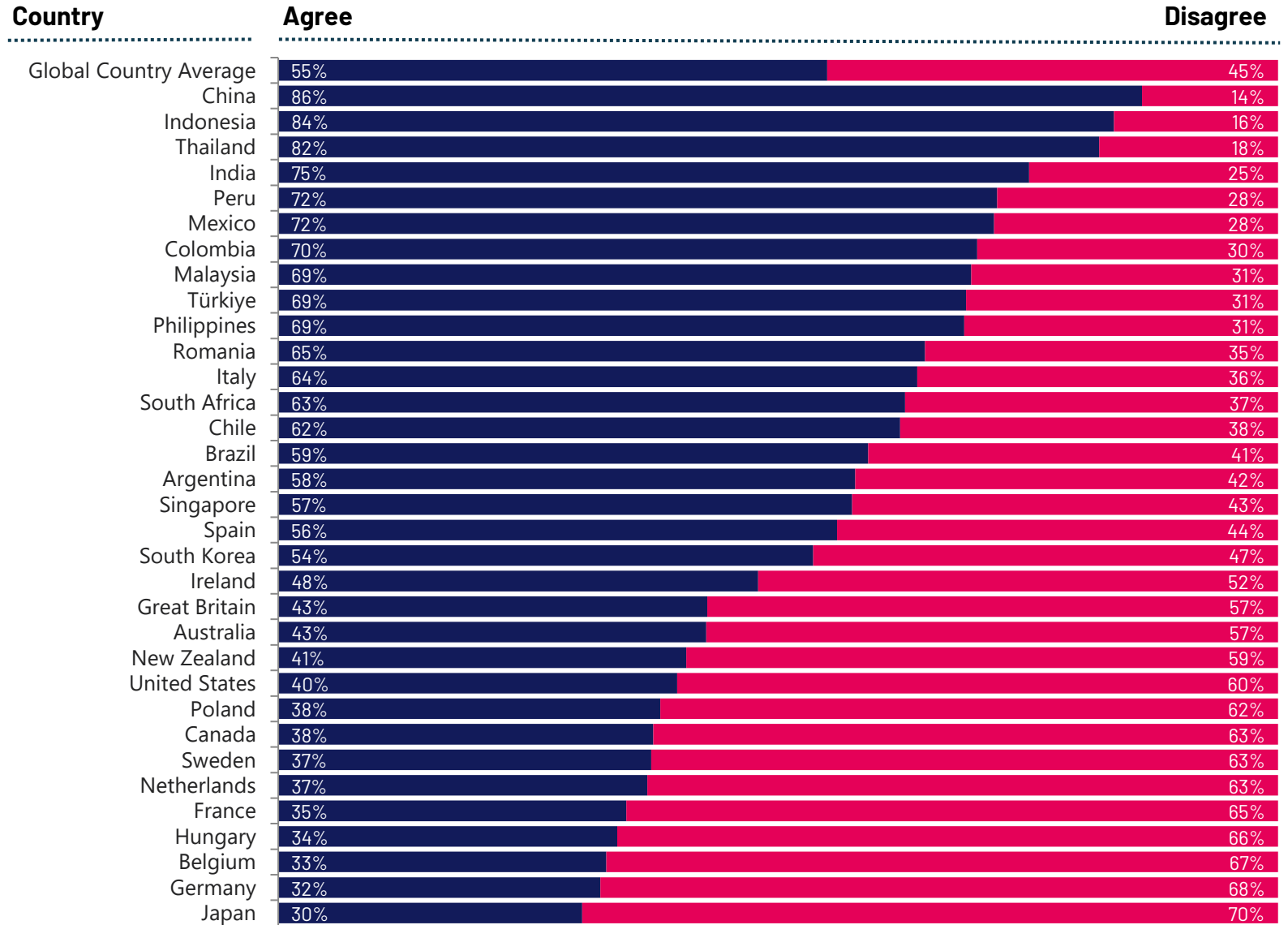


Higher than in 2021 ■
 Lower than in 2021 ■
 The same as 2021 ■



To what extent do you agree or disagree with the following statements about the Olympic Games? ... **The Olympics inspires me to participate in sport**

Base: 24,531 online adults under age 75 across 33 countries, interviewed May 24 – June 7, 2024



Most anticipated events

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

	Country average	ARG	AUS	Belgium	Brazil	Canada	Chile	China	COL	France	Germany	Great Britain	Hungary	India	INDO	Ireland	Italy	Japan	Malaysia	Mexico	NETH	New Zealand	Peru	PHIL	Poland	Romania	SING	South Africa	South Korea	Spain	Sweden	Thailand	TUR	United States
Football/Soccer	28%	55%	19%	14%	39%	18%	35%	24%	47%	23%	30%	23%	24%	28%	20%	28%	32%	7%	35%	41%	21%	12%	50%	10%	29%	1%	25%	43%	41%	39%	34%	8%	40%	18%
Athletics	26%	20%	30%	28%	17%	24%	28%	23%	27%	26%	24%	38%	18%	9%	18%	29%	38%	26%	25%	29%	30%	32%	30%	12%	35%	28%	17%	40%	16%	26%	40%	17%	23%	21%
Gymnastics	20%	22%	24%	20%	31%	23%	34%	20%	30%	15%	6%	24%	11%	7%	11%	24%	22%	14%	15%	43%	13%	25%	26%	22%	9%	45%	16%	16%	9%	20%	9%	12%	15%	34%
Aquatics*	19%	14%	38%	12%	15%	26%	20%	27%	22%	13%	10%	22%	33%	4%	11%	20%	28%	15%	18%	32%	15%	20%	19%	15%	6%	19%	25%	23%	12%	18%	14%	10%	19%	24%
Volleyball	17%	21%	6%	7%	41%	11%	13%	15%	10%	5%	5%	4%	4%	14%	35%	5%	22%	15%	9%	16%	7%	7%	41%	45%	40%	8%	11%	5%	9%	5%	5%	53%	48%	13%
Basketball	14%	21%	12%	11%	12%	12%	16%	26%	16%	12%	9%	6%	8%	11%	17%	12%	10%	9%	9%	13%	6%	9%	13%	53%	8%	10%	15%	12%	5%	31%	6%	14%	29%	22%
Tennis	13%	18%	12%	13%	6%	9%	26%	11%	11%	16%	8%	13%	7%	14%	13%	14%	27%	6%	5%	5%	9%	8%	13%	7%	27%	31%	9%	14%	6%	27%	6%	10%	12%	10%
Cycling	11%	8%	10%	23%	6%	9%	16%	6%	37%	9%	6%	16%	7%	13%	13%	9%	13%	3%	17%	9%	19%	13%	13%	6%	9%	9%	8%	9%	2%	12%	10%	10%	13%	5%
Boxing	11%	15%	9%	7%	8%	7%	9%	6%	15%	6%	7%	11%	7%	11%	8%	22%	5%	3%	6%	26%	3%	10%	11%	34%	6%	8%	6%	12%	3%	7%	8%	42%	11%	11%
Badminton	10%	1%	5%	2%	1%	5%	2%	25%	1%	4%	3%	5%	3%	18%	66%	5%	2%	5%	58%	1%	2%	4%	3%	16%	1%	2%	29%	1%	19%	3%	2%	24%	3%	2%
Archery & shooting	7%	4%	5%	4%	3%	7%	6%	8%	7%	5%	5%	3%	4%	7%	11%	6%	7%	1%	10%	18%	4%	6%	4%	9%	3%	2%	8%	3%	46%	3%	5%	7%	16%	8%
Table tennis	6%	2%	3%	2%	3%	3%	6%	37%	3%	5%	4%	4%	4%	10%	8%	5%	4%	12%	8%	1%	2%	3%	3%	4%	2%	9%	19%	4%	14%	2%	4%	6%	5%	3%
Weightlifting	5%	4%	6%	2%	1%	5%	8%	7%	15%	1%	3%	5%	5%	6%	6%	6%	2%	1%	7%	9%	3%	11%	5%	16%	3%	3%	5%	4%	4%	2%	2%	15%	6%	5%
Handball	5%	3%	1%	3%	3%	2%	2%	3%	1%	10%	10%	3%	23%	8%	4%	3%	2%	0%	4%	1%	4%	1%	1%	1%	11%	21%	3%	3%	5%	6%	21%	1%	2%	2%
Rugby (sevens)	5%	7%	7%	3%	1%	3%	2%	2%	0%	12%	2%	7%	1%	3%	1%	15%	2%	3%	2%	2%	4%	24%	2%	1%	1%	1%	4%	34%	1%	3%	2%	1%	2%	2%
Rowing	5%	5%	6%	2%	2%	5%	8%	4%	2%	3%	5%	6%	10%	5%	4%	9%	4%	0%	2%	2%	5%	19%	1%	2%	4%	15%	3%	2%	1%	3%	2%	3%	2%	4%
Judo	4%	4%	3%	5%	8%	3%	3%	4%	3%	12%	2%	3%	3%	5%	3%	3%	3%	14%	2%	3%	5%	2%	4%	3%	3%	4%	5%	2%	10%	3%	3%	4%	3%	3%
Golf	4%	2%	4%	1%	1%	6%	3%	6%	3%	3%	2%	6%	1%	6%	1%	10%	2%	4%	3%	2%	2%	4%	2%	1%	2%	1%	5%	7%	8%	3%	7%	5%	2%	5%
Skateboarding	4%	1%	5%	4%	14%	7%	2%	4%	2%	4%	3%	5%	1%	3%	2%	4%	2%	4%	3%	4%	3%	6%	3%	4%	1%	3%	5%	4%	3%	2%	2%	1%	1%	7%
Surfing	3%	2%	5%	4%	5%	5%	2%	5%	1%	5%	3%	3%	2%	5%	3%	4%	3%	2%	4%	2%	3%	6%	9%	4%	2%	2%	6%	3%	2%	2%	2%	2%	3%	4%
Breakdancing	3%	5%	5%	4%	2%	4%	4%	1%	4%	4%	3%	3%	2%	3%	2%	4%	3%	4%	3%	4%	3%	5%	5%	3%	2%	1%	5%	3%	4%	3%	1%	1%	2%	4%
Sport climbing	3%	2%	3%	3%	1%	2%	2%	4%	2%	5%	3%	3%	2%	3%	6%	2%	2%	2%	3%	1%	3%	3%	2%	2%	4%	2%	3%	3%	3%	3%	1%	2%	5%	2%
None of these	13%	7%	17%	25%	13%	22%	9%	5%	5%	22%	34%	18%	27%	11%	3%	13%	9%	27%	4%	5%	27%	15%	4%	3%	16%	15%	10%	9%	11%	14%	20%	5%	4%	18%

Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 - May 3, 2024

*diving, swimming, synchronized swimming, water polo

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Methodology

These are the results of a 33-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, May 24 and Friday, June 7, 2024. For this survey, Ipsos interviewed a total of 24,531 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Philippines, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand,

and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Philippines, Romania, Singapore, South Africa, Thailand, and Türkiye 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.

India's sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample 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 in which 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.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, 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 is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

For more information

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