

Ipsos Olympics and Paralympics

June 2025

A third of Britons would most like to see the UK host the Men's FIFA World Cup in the future. One in five Britons would like to see the UK host the Olympic and Paralympic Games in the future

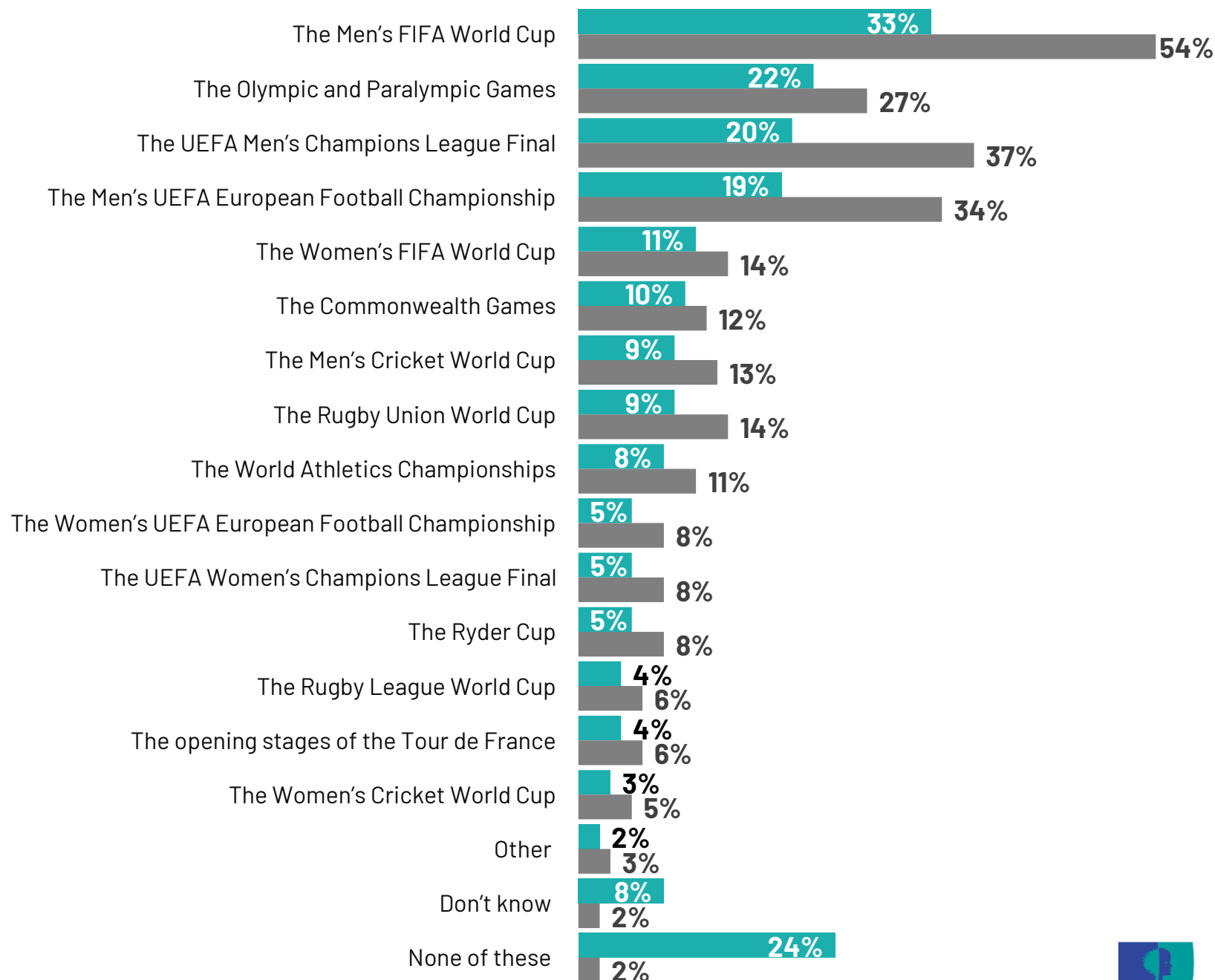
Which of the following sport events would you most like to see hosted in the UK in the future?
Please select 3 max options

Among all

Among sports fans

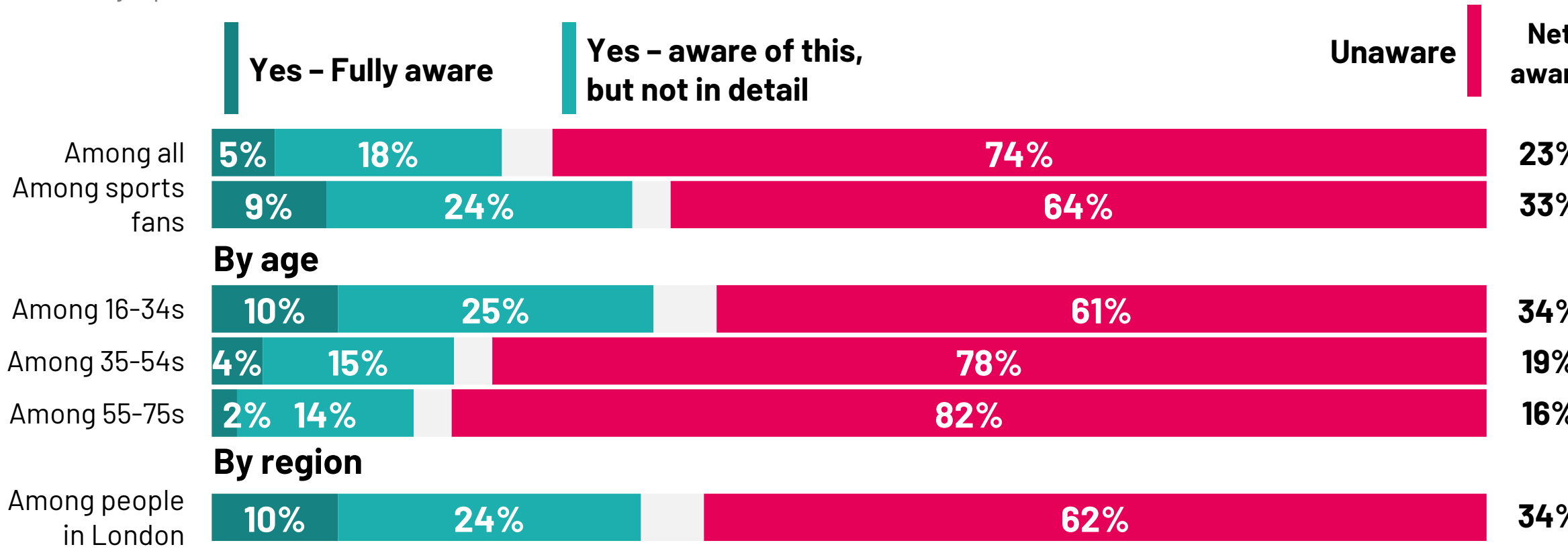
Base: 1,095 Online British adults aged 16-75, including (523) who described themselves as a sports fan, 30 May - 2 June 2025

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Three quarters of Britons are unaware of London considering to bid to host the 2040 Olympic and Paralympic Games

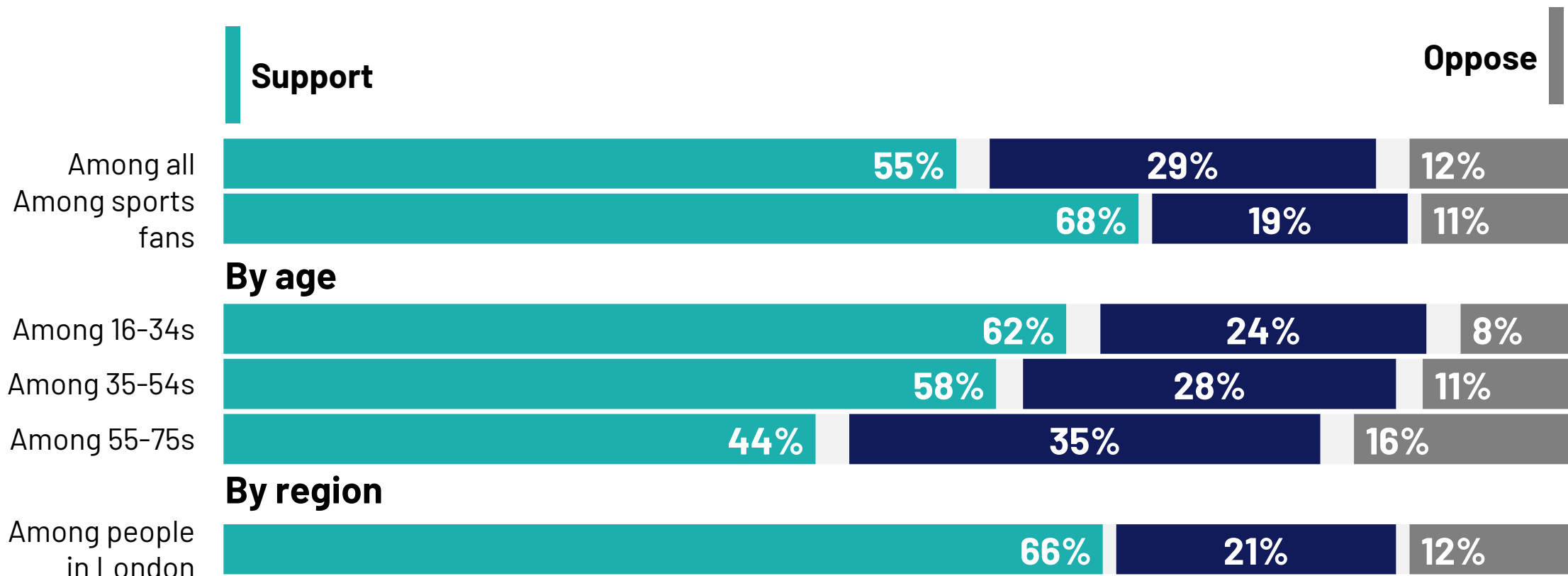
The Mayor of London, Sadiq Khan, recently said that he would support London bidding for the 2040 Olympic and Paralympic Games. To what extent are you aware or not about London considering to bid to host the 2040 Olympic and Paralympic Games?



Base: 1,095 Online British adults aged 16-75, including (523) who described themselves as a sports fan, (338) 16-34s, (401) 35-54s and (356) 55-75, (140) who live in London, 30 May - 2 June 2025

Over half of Britons would support London bidding to host the Olympics and Paralympic Games in 2040

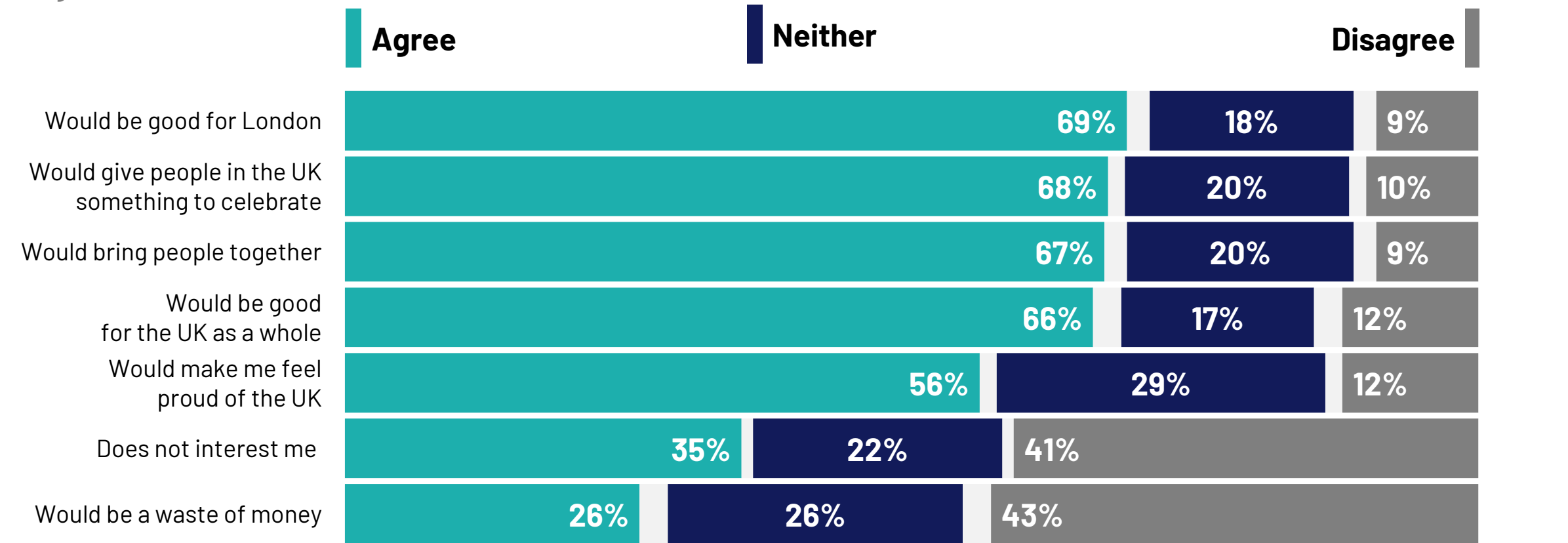
How much, if at all, would you support or oppose London bidding to host the Olympic and Paralympic Games in 2040?



Base: 1,095 Online British adults aged 16-75, including (523) who described themselves as a sports fan, (338) 16-34s, (401) 35-54s and (356) 55-75, (140) who live in London, 30 May - 2 June 2025

A majority of Britons agree with several positive statements regarding London hosting the Olympic and Paralympic Games in 2040. Just a quarter of Britons think that London hosting the Olympics and Paralympics would be a waste of money

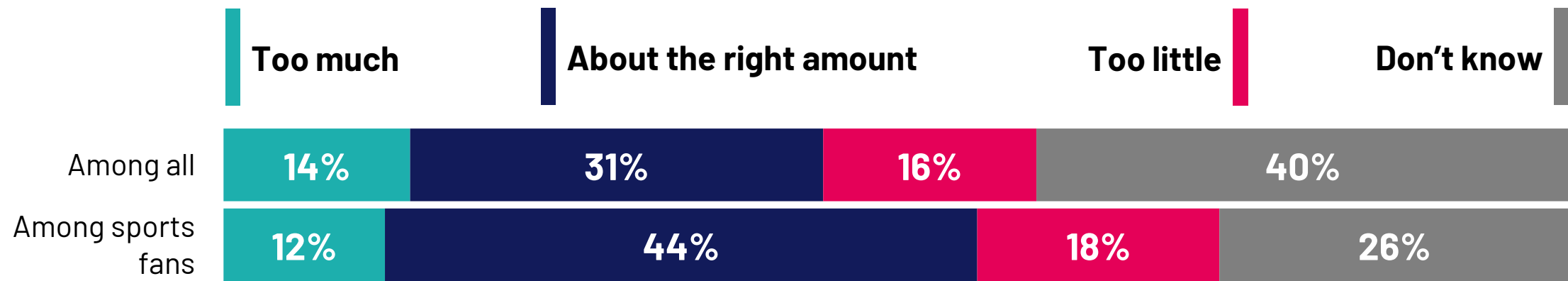
To what extent do you agree or disagree with each of the following statements? The 2040 Olympic and Paralympic Games being hosted in London...



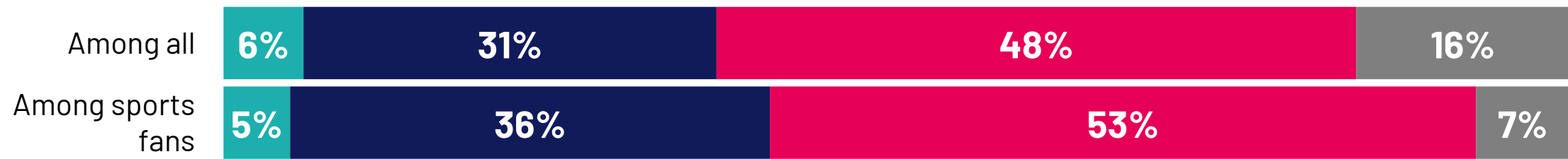
Base: 1,095 Online British adults aged 16-75, 30 May – 2 June 2025

After seeing the average pay of a British athlete, almost half of Britons think British athletes are paid too little

Do you think the average British athlete is paid...



According to the British Elite Athletics Association, the average full-time British athlete is thought to receive less than £22,500. Do you think the average British athlete is paid...



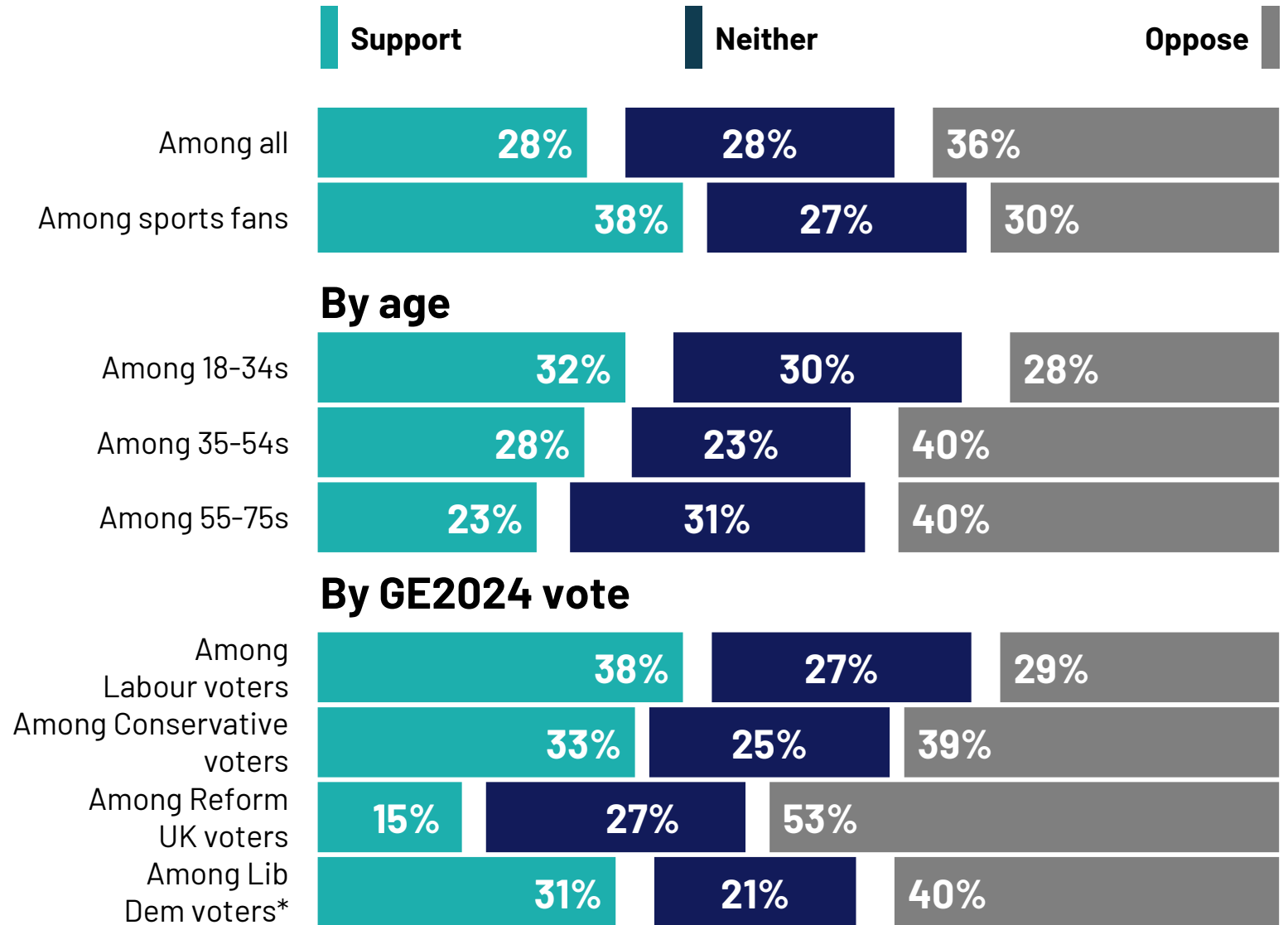
Base: 1,095 Online British adults aged 16-75, including (523) who described themselves as a sports fan, 30 May – 2 June 2025

The public are slightly more likely to oppose additional UK taxpayers' money being used to ensure the average British athlete is paid more

And to what extent, if at all, would you support or oppose additional UK taxpayers' money being used to ensure that the average British athlete was paid more?

Base: 1095 Online British adults aged 16-75, including (523) who described themselves as a sports fan, (338) 16-34-year-olds, (401) 35-54s, (356) 55-75s, (331) 2024 Labour voters, (331) 2024 Conservative voters, (125) 2024 Reform UK voters, and (92) 2024 Liberal Democrat voters, 30 May – 2 June 2025. * Note low base size

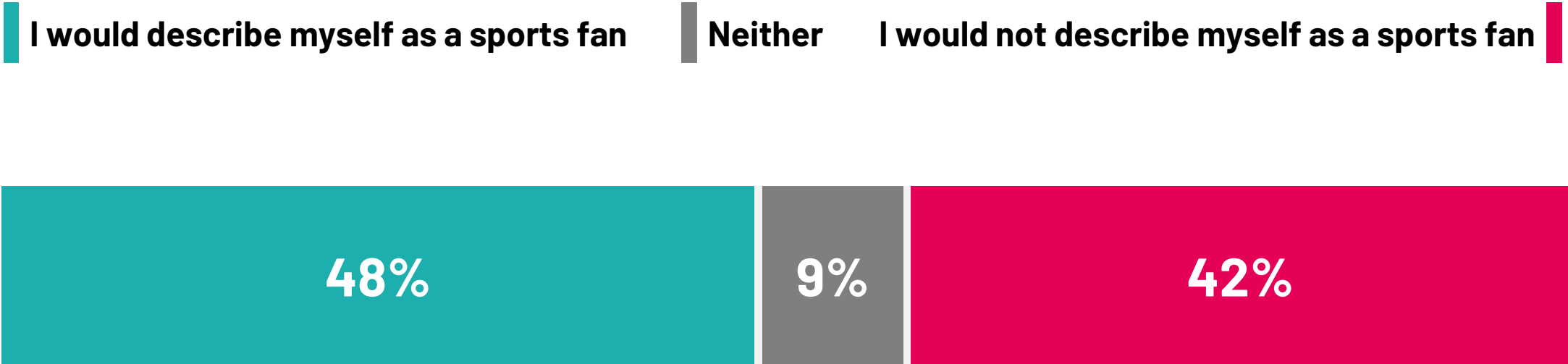
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Appendix

What percentage of Britons are sports fans?

Would you describe yourself as a sports fan, or not?



Base: 1095 Online British adults aged 16-75, 30 May – 2 June 2025



June 2025 Olympics and Paralympics polling

For more information

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