



## PRESS RELEASE

# Ipsos survey: Excitement for the 2024 Paris Games greater than for Tokyo; French enthusiasm lukewarm

Paris, July 19, 2024 - [Ipsos](https://www.ipsos.com), one of the world's leading market research companies, today released the findings of a 33-country\* looking at attitudes to the 2024 Paris Games. Key findings include:

- **Interest in the Games is higher than Tokyo.** In all but one of the countries featured in both our 2021 and 2024 surveys are people more interested in the Paris event than the Games in the Japanese capital. 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 higher than it was in 2021 (32%).
- **The Paris event is viewed as having a positive, unifying effect.** Around three in four say the Games presents an important opportunity for the world to come together (75%), it brings my country together (72%) and makes me proud of my country (78%).
- **War and economic crises should not stop the event from taking place.** 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 event in the French capital from happening.
- **The Games seen more as an inspiration for future generations, than for individuals today.** Eight in ten (80%) say the Games inspires tomorrow's generation to take part in sport. However, only 55% say the event inspires them to actually participate themselves.
- **Football/soccer is the most anticipated event.** Just over one in four (28%) say they interested in football, ahead of athletics (26%) and Gymnastics (20%). There is a gender divide on the popularity of events with men more interested in football, while gymnastics is the top sport for women.

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The “33\*-country average” reflects the average result for all the countries and markets where 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.

Technical note: Ipsos interviewed 24,531 adults online in 33 countries between May 24<sup>th</sup> and June 7<sup>th</sup>, 2024. Quotas were set to ensure representativeness and data have been weighted to the known population profile of each country. 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.

### ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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