

YouGov Results - Olympics Interest

Fieldwork: 24th - 25th June 2021

Sample: 2,004 GB adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Do you intend to watch any of the 2020 Tokyo Olympic Games this summer?

	2004	937	1067	111	296	365	346	886
Unweighted base	2004	937	1067	111	296	365	346	886
Base: All GB adults	2004	972	1032	222	290	361	330	801
Yes, I do	38%	41%	35%	33%	36%	39%	41%	38%
No, I do not	45%	42%	47%	44%	51%	46%	41%	43%
Don't know	18%	17%	18%	23%	13%	15%	18%	19%

How interested, if at all, are you in watching the following events at the 2020 Olympic Games in Tokyo this summer?
(Please select one option on each row)

Artistic swimming

	758	386	372	34	108	144	143	329
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	7%	2%	12%	5%	6%	7%	8%	7%
Fairly interested	24%	11%	38%	21%	29%	26%	26%	21%
Not very interested	32%	36%	27%	35%	32%	29%	27%	35%
Not interested at all	34%	47%	20%	33%	32%	35%	37%	34%
Don't know	3%	3%	2%	6%	2%	3%	2%	3%

Diving

	758	386	372	34	108	144	143	329
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	23%	15%	33%	26%	21%	23%	21%	24%
Fairly interested	43%	37%	49%	32%	46%	38%	45%	46%
Not very interested	25%	36%	12%	39%	21%	27%	23%	22%
Not interested at all	8%	11%	5%	2%	11%	11%	10%	7%
Don't know	1%	1%	1%	-	1%	1%	1%	1%

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	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Swimming									
	Unweighted base	758	386	372	34	108	144	143	329
	Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
	Very interested	29%	20%	39%	29%	24%	26%	26%	33%
	Fairly interested	50%	54%	46%	52%	49%	51%	50%	50%
	Not very interested	15%	19%	12%	13%	17%	16%	19%	14%
	Not interested at all	5%	6%	4%	6%	10%	6%	5%	2%
	Don't know	1%	0%	1%	-	1%	1%	-	1%
Water polo									
	Unweighted base	758	386	372	34	108	144	143	329
	Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
	Very interested	2%	2%	3%	1%	2%	2%	4%	2%
	Fairly interested	19%	17%	22%	24%	20%	18%	16%	19%
	Not very interested	42%	43%	41%	55%	37%	43%	40%	42%
	Not interested at all	35%	37%	33%	19%	40%	35%	39%	36%
	Don't know	1%	1%	2%	-	1%	2%	1%	1%
Archery									
	Unweighted base	758	386	372	34	108	144	143	329
	Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
	Very interested	7%	8%	5%	2%	8%	10%	11%	4%
	Fairly interested	32%	33%	31%	31%	34%	28%	28%	35%
	Not very interested	39%	40%	38%	52%	32%	40%	37%	39%
	Not interested at all	21%	17%	25%	12%	25%	18%	23%	22%
	Don't know	1%	1%	2%	2%	1%	3%	2%	1%

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Sample: 2,004 GB adults



	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Athletics									
	Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics		756	398	357	73	104	141	135	303
	Very interested	60%	58%	61%	68%	44%	53%	62%	66%
	Fairly interested	34%	36%	31%	30%	43%	41%	28%	31%
	Not very interested	4%	3%	6%	2%	7%	6%	8%	2%
	Not interested at all	2%	2%	2%	-	6%	1%	1%	1%
	Don't know	0%	0%	1%	-	1%	-	-	1%
Badminton									
	Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics		756	398	357	73	104	141	135	303
	Very interested	7%	7%	7%	13%	9%	5%	6%	6%
	Fairly interested	33%	32%	36%	53%	25%	30%	31%	34%
	Not very interested	37%	38%	36%	8%	40%	39%	41%	40%
	Not interested at all	21%	21%	21%	18%	25%	24%	21%	19%
	Don't know	2%	2%	1%	8%	1%	2%	1%	1%
Baseball									
	Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics		756	398	357	73	104	141	135	303
	Very interested	2%	3%	2%	2%	2%	3%	3%	2%
	Fairly interested	11%	12%	11%	15%	8%	13%	14%	10%
	Not very interested	38%	34%	43%	29%	40%	40%	38%	39%
	Not interested at all	46%	48%	44%	46%	49%	43%	45%	47%
	Don't know	2%	3%	1%	8%	1%	2%	-	2%

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Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55+	
Softball								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	1%	1%	1%	-	1%	2%	2%	2%
Fairly interested	14%	14%	15%	27%	17%	12%	12%	13%
Not very interested	43%	44%	42%	42%	38%	47%	44%	42%
Not interested at all	38%	38%	39%	28%	40%	35%	41%	40%
Don't know	3%	3%	4%	2%	4%	4%	1%	4%
Basketball								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	5%	5%	4%	2%	12%	8%	4%	2%
Fairly interested	25%	25%	24%	31%	23%	27%	18%	26%
Not very interested	42%	45%	38%	50%	35%	39%	42%	43%
Not interested at all	27%	23%	32%	10%	29%	24%	36%	29%
Don't know	2%	2%	1%	7%	1%	2%	1%	1%
3 versus 3 basketball								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	2%	1%	3%	3%	4%	3%	2%	2%
Fairly interested	18%	22%	13%	31%	24%	22%	17%	11%
Not very interested	36%	35%	38%	40%	28%	41%	37%	36%
Not interested at all	39%	38%	40%	25%	40%	32%	40%	44%
Don't know	5%	4%	6%	-	4%	4%	4%	7%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Boxing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	11%	14%	7%	10%	12%	17%	9%	8%
Fairly interested	27%	35%	18%	25%	30%	28%	26%	26%
Not very interested	30%	28%	33%	40%	28%	27%	31%	30%
Not interested at all	32%	22%	42%	26%	30%	27%	33%	35%
Don't know	1%	1%	1%	-	1%	1%	1%	1%
Slalom Canoeing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	9%	9%	10%	-	10%	11%	10%	10%
Fairly interested	40%	38%	41%	43%	31%	38%	41%	42%
Not very interested	31%	33%	28%	32%	33%	34%	31%	29%
Not interested at all	17%	16%	18%	14%	24%	15%	16%	17%
Don't know	3%	3%	3%	10%	4%	2%	2%	2%
Sprint Canoeing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	7%	6%	8%	7%	6%	8%	7%	7%
Fairly interested	36%	37%	36%	40%	30%	30%	39%	39%
Not very interested	34%	35%	33%	34%	37%	41%	31%	32%
Not interested at all	21%	20%	21%	19%	26%	18%	20%	20%
Don't know	2%	2%	2%	-	2%	2%	3%	2%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
BMX freestyle								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	6%	7%	6%	1%	10%	12%	10%	2%
Fairly interested	27%	28%	26%	40%	27%	35%	23%	22%
Not very interested	35%	36%	33%	32%	32%	32%	37%	36%
Not interested at all	31%	28%	33%	27%	30%	19%	28%	38%
Don't know	1%	1%	2%	-	2%	2%	1%	1%
BMX racing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	6%	8%	4%	8%	5%	9%	9%	4%
Fairly interested	29%	31%	26%	42%	31%	36%	29%	21%
Not very interested	33%	32%	35%	26%	31%	30%	32%	38%
Not interested at all	30%	27%	34%	22%	32%	23%	29%	36%
Don't know	1%	1%	1%	2%	1%	2%	1%	1%
Modern pentathlon								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	12%	10%	15%	2%	10%	9%	10%	18%
Fairly interested	44%	42%	46%	44%	31%	42%	38%	51%
Not very interested	29%	33%	25%	41%	33%	29%	37%	22%
Not interested at all	12%	13%	12%	13%	20%	16%	12%	8%
Don't know	2%	2%	2%	-	6%	4%	2%	1%
Rowing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	21%	20%	22%	18%	18%	12%	24%	26%
Fairly interested	43%	44%	43%	47%	34%	43%	39%	48%
Not very interested	23%	24%	21%	21%	28%	32%	22%	17%
Not interested at all	12%	11%	13%	14%	18%	11%	15%	9%
Don't know	1%	1%	1%	-	2%	2%	1%	1%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Rugby sevens								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	14%	19%	8%	16%	15%	11%	14%	15%
Fairly interested	26%	29%	24%	12%	26%	19%	29%	32%
Not very interested	30%	29%	31%	50%	25%	35%	31%	24%
Not interested at all	28%	22%	36%	22%	33%	32%	25%	28%
Don't know	1%	1%	1%	-	1%	2%	1%	1%
Sailing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	8%	9%	6%	1%	5%	7%	8%	11%
Fairly interested	27%	26%	29%	22%	25%	21%	27%	33%
Not very interested	38%	37%	38%	50%	39%	45%	34%	32%
Not interested at all	26%	27%	25%	27%	29%	25%	30%	23%
Don't know	1%	1%	1%	-	2%	2%	1%	1%
Shooting								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	5%	7%	3%	1%	4%	6%	9%	5%
Fairly interested	25%	27%	22%	9%	23%	26%	25%	29%
Not very interested	37%	38%	35%	45%	39%	39%	36%	33%
Not interested at all	32%	26%	39%	45%	33%	28%	31%	32%
Don't know	1%	1%	1%	-	1%	1%	1%	1%
Skateboarding								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	6%	7%	6%	9%	9%	9%	7%	3%
Fairly interested	24%	21%	26%	23%	31%	30%	17%	21%
Not very interested	36%	37%	34%	42%	28%	35%	42%	34%
Not interested at all	32%	33%	31%	24%	29%	23%	32%	39%
Don't know	2%	2%	2%	2%	3%	3%	1%	2%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Sport climbing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	8%	9%	6%	15%	7%	10%	10%	5%
Fairly interested	28%	28%	28%	23%	41%	41%	25%	20%
Not very interested	33%	32%	33%	37%	27%	24%	35%	37%
Not interested at all	28%	28%	29%	25%	23%	20%	28%	35%
Don't know	3%	3%	3%	-	2%	5%	2%	3%
Surfing								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	5%	5%	6%	1%	3%	10%	7%	5%
Fairly interested	29%	25%	34%	38%	34%	33%	22%	27%
Not very interested	36%	38%	33%	40%	34%	30%	38%	38%
Not interested at all	27%	30%	24%	18%	27%	24%	33%	28%
Don't know	2%	2%	2%	2%	2%	2%	-	2%
Table tennis								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	6%	5%	7%	9%	3%	6%	6%	5%
Fairly interested	31%	32%	29%	40%	30%	26%	25%	34%
Not very interested	38%	39%	37%	40%	36%	40%	41%	36%
Not interested at all	25%	23%	27%	12%	30%	26%	27%	24%
Don't know	1%	1%	1%	-	1%	3%	1%	1%
Taekwondo								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	5%	6%	4%	2%	6%	6%	6%	4%
Fairly interested	25%	25%	24%	37%	25%	30%	22%	21%
Not very interested	39%	39%	38%	37%	40%	38%	44%	37%
Not interested at all	30%	28%	32%	24%	28%	24%	26%	37%
Don't know	2%	1%	2%	-	2%	2%	2%	2%

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Sample: 2,004 GB adults



	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Tennis								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	20%	13%	27%	13%	21%	16%	18%	23%
Fairly interested	36%	39%	32%	53%	23%	34%	34%	38%
Not very interested	25%	26%	24%	16%	30%	27%	29%	22%
Not interested at all	18%	20%	17%	19%	23%	21%	18%	15%
Don't know	1%	1%	1%	-	2%	2%	-	1%
Triathlon								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	22%	22%	22%	32%	14%	16%	21%	26%
Fairly interested	46%	44%	47%	48%	43%	44%	42%	49%
Not very interested	21%	22%	20%	10%	20%	27%	27%	18%
Not interested at all	10%	10%	10%	11%	21%	11%	8%	6%
Don't know	1%	1%	1%	-	3%	2%	2%	1%
Volleyball								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	4%	4%	4%	3%	7%	4%	5%	3%
Fairly interested	30%	33%	27%	31%	24%	36%	28%	30%
Not very interested	38%	38%	39%	34%	41%	35%	37%	41%
Not interested at all	25%	23%	28%	24%	26%	23%	30%	24%
Don't know	2%	2%	2%	8%	2%	2%	-	1%
Beach volleyball								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	7%	10%	3%	-	6%	9%	9%	6%
Fairly interested	33%	38%	28%	44%	37%	41%	23%	30%
Not very interested	36%	34%	37%	33%	35%	30%	42%	36%
Not interested at all	23%	16%	31%	22%	19%	18%	25%	26%
Don't know	1%	1%	2%	1%	3%	2%	1%	1%

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Total	Gender		Age					
	Male	Female	18-24	25-34	35-44	45-54	55+	
Weightlifting								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	4%	4%	3%	2%	5%	7%	5%	2%
Fairly interested	23%	27%	19%	15%	28%	30%	18%	23%
Not very interested	41%	41%	41%	49%	35%	39%	41%	43%
Not interested at all	31%	27%	35%	34%	31%	23%	34%	32%
Don't know	1%	1%	1%	-	1%	1%	2%	1%
Freestyle (Wrestling)								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	2%	3%	2%	-	4%	4%	3%	1%
Fairly interested	12%	12%	11%	23%	18%	12%	8%	8%
Not very interested	35%	37%	33%	26%	34%	41%	38%	34%
Not interested at all	49%	47%	52%	50%	42%	41%	50%	56%
Don't know	1%	1%	2%	-	1%	2%	2%	1%
Greco-Roman (Wrestling)								
Unweighted base	758	386	372	34	108	144	143	329
Base: All GB adults who intend to watch the 2020 Olympics	756	398	357	73	104	141	135	303
Very interested	1%	2%	1%	2%	1%	2%	2%	1%
Fairly interested	10%	12%	9%	15%	16%	17%	8%	6%
Not very interested	34%	33%	36%	32%	38%	34%	35%	33%
Not interested at all	51%	51%	51%	48%	43%	43%	53%	58%
Don't know	2%	2%	3%	2%	2%	4%	1%	3%

Cell Contents (Column Percentages)