

**2010 WINTER OLYMPICS**

# Canadians Interested in Vancouver Winter Olympics; Less Keen on Torch Relay

*Respondents in British Columbia are more likely to question the impact of the games in their province and the host city.*

[VANCOUVER – Nov. 20, 2009] – With less than three months to go before the start of the XXI Olympic Winter Games, a new independent Angus Reid Public Opinion poll has found that Canadians are interested in the event, but considerably less enthusiastic about following the ongoing torch relay.

In the online survey of a representative national sample of 2,027 Canadian adults, 62 per cent of respondents say they are very or moderately interested in following the Winter Olympics in Vancouver next year.

The favourite events for these Canadians are Men's Hockey (61%), the Opening Ceremonies (53%) and Figure Skating and Ice Dancing (49%).

Half of respondents (49%) expect several Canadian athletes or teams to win Gold Medals in Vancouver, while one-in-four (25%) believe at least one Gold Medal will be awarded to Canada.

## The Torch Relay

More than two-in-five Canadians (44%) say they have not followed the Olympic torch relay at all, while 16 per cent claim to have been following the story very or moderately closely.

A majority of respondents (57%) say they would not attend an event or public meeting featuring the Olympic flame.

## KEY FINDINGS

- **62% are very or moderately interested in the Winter Olympics**
- **Men's Hockey (61%), Opening Ceremonies (53%) and Figure Skating / Ice Dancing (49%) are the most popular events**
- **BC residents more skeptical than other Canadians on the overall impact of the Olympics**

Full topline results are at the end of this release.

*From November 11 to November 13 2009, Angus Reid Public Opinion conducted an online survey among 2,027 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

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## **Olympic Protests**

Some groups have staged public demonstrations against the Vancouver 2010 Olympic Games. While only 14 per cent of respondents in Canada support these demonstrations, the proportion of respondents in British Columbia who side with the protesters jumps to 32 per cent.

## **Olympic Impact**

Four-in-five Canadians (80%) believe the Winter Olympics will have a positive impact on Canada, and more than three-in-four feel the same way about the effect on British Columbia (76%) and Vancouver (79%).

People in British Columbia, however, are more skeptical about the overall benefits, with 28 per cent believing the Winter Olympics will have a negative impact on their province (three times the national average) and 25 per cent thinking the games will have a negative impact on the host city (two and a half times the national average).

## **Analysis**

As the Winter Olympics draw near, it is clear that Canadians are excited about the occasion. Judging by the level of interest in specific events, the biggest pressure to perform at a high level will be on male hockey players, the organizers of the opening ceremonies, and figure skaters and ice dancers.

The torch relay, caught in the middle of H1N1 season, has not enthralled a high proportion of the population. There is also an obvious hope that Canadians will hear the national anthem at least once during a medal ceremony.

The survey also identifies a pocket of dissent within the province that is hosting the games. British Columbians are more likely than other Canadians to question the benefits of the games, and to side with the demonstrators who have taken to the streets to oppose the Olympics.

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**2010 Winter Olympics**

Over the course of the past week, have you followed each one of the following stories in the media? -  
The Olympic torch relay

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Yes, very closely</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>	<b>4%</b>	<b>2%</b>	<b>1%</b>
<b>Yes, moderately closely</b>	<b>13%</b>	<b>13%</b>	<b>11%</b>	<b>12%</b>	<b>15%</b>	<b>10%</b>	<b>21%</b>
<b>Yes, but not too closely</b>	<b>40%</b>	<b>44%</b>	<b>47%</b>	<b>44%</b>	<b>43%</b>	<b>29%</b>	<b>39%</b>
<b>No, I have not followed this story at all</b>	<b>44%</b>	<b>40%</b>	<b>41%</b>	<b>43%</b>	<b>38%</b>	<b>59%</b>	<b>38%</b>

**2010 Winter Olympics**

Do you agree or disagree with the following statement? – “I would attend an event or public meeting featuring the Olympic flame (or torch relay).”

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Strongly agree</b>	<b>8%</b>	<b>9%</b>	<b>8%</b>	<b>5%</b>	<b>8%</b>	<b>5%</b>	<b>16%</b>
<b>Moderately agree</b>	<b>28%</b>	<b>25%</b>	<b>27%</b>	<b>21%</b>	<b>33%</b>	<b>22%</b>	<b>37%</b>
<b>Moderately disagree</b>	<b>25%</b>	<b>24%</b>	<b>32%</b>	<b>35%</b>	<b>27%</b>	<b>21%</b>	<b>17%</b>
<b>Strongly disagree</b>	<b>32%</b>	<b>37%</b>	<b>28%</b>	<b>29%</b>	<b>26%</b>	<b>42%</b>	<b>26%</b>
<b>Not sure</b>	<b>7%</b>	<b>4%</b>	<b>6%</b>	<b>10%</b>	<b>7%</b>	<b>10%</b>	<b>4%</b>

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**2010 Winter Olympics**

As you may know, some groups have staged public demonstrations against the Vancouver 2010 Olympic Games. From what you have seen, read or heard, do you support or oppose these demonstrations?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Strongly support</b>	<b>4%</b>	<b>11%</b>	<b>3%</b>	<b>7%</b>	<b>3%</b>	<b>2%</b>	<b>7%</b>
<b>Moderately support</b>	<b>10%</b>	<b>21%</b>	<b>8%</b>	<b>14%</b>	<b>8%</b>	<b>8%</b>	<b>14%</b>
<b>Moderately oppose</b>	<b>22%</b>	<b>22%</b>	<b>16%</b>	<b>18%</b>	<b>24%</b>	<b>23%</b>	<b>25%</b>
<b>Strongly oppose</b>	<b>38%</b>	<b>39%</b>	<b>46%</b>	<b>32%</b>	<b>38%</b>	<b>39%</b>	<b>33%</b>
<b>Not sure</b>	<b>24%</b>	<b>7%</b>	<b>27%</b>	<b>29%</b>	<b>26%</b>	<b>28%</b>	<b>22%</b>

**2010 Winter Olympics**

How interested are you in following the Winter Olympics in Vancouver next year?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Very interested</b>	<b>24%</b>	<b>21%</b>	<b>24%</b>	<b>16%</b>	<b>27%</b>	<b>23%</b>	<b>28%</b>
<b>Moderately interested</b>	<b>38%</b>	<b>35%</b>	<b>35%</b>	<b>38%</b>	<b>38%</b>	<b>41%</b>	<b>32%</b>
<b>Not too interested</b>	<b>21%</b>	<b>23%</b>	<b>22%</b>	<b>31%</b>	<b>20%</b>	<b>17%</b>	<b>18%</b>
<b>Not interested at all</b>	<b>16%</b>	<b>21%</b>	<b>18%</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>	<b>21%</b>
<b>Not sure</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>4%</b>	<b>1%</b>

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**2010 Winter Olympics**

How interested are you in following the Winter Olympics in Vancouver next year? – Respondents who expressed some level of interest in the Olympics

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Men's Hockey</b>	<b>61%</b>	<b>70%</b>	<b>70%</b>	<b>66%</b>	<b>62%</b>	<b>50%</b>	<b>62%</b>
<b>Opening Ceremonies</b>	<b>53%</b>	<b>48%</b>	<b>53%</b>	<b>48%</b>	<b>57%</b>	<b>55%</b>	<b>46%</b>
<b>Figure Skating / Ice Dancing</b>	<b>49%</b>	<b>50%</b>	<b>51%</b>	<b>32%</b>	<b>53%</b>	<b>49%</b>	<b>44%</b>
<b>Closing Ceremonies</b>	<b>41%</b>	<b>35%</b>	<b>37%</b>	<b>33%</b>	<b>44%</b>	<b>43%</b>	<b>38%</b>
<b>Women's Hockey</b>	<b>41%</b>	<b>49%</b>	<b>44%</b>	<b>39%</b>	<b>44%</b>	<b>32%</b>	<b>41%</b>
<b>Ski Jumping</b>	<b>39%</b>	<b>38%</b>	<b>29%</b>	<b>23%</b>	<b>40%</b>	<b>41%</b>	<b>51%</b>
<b>Bobsleigh</b>	<b>37%</b>	<b>33%</b>	<b>37%</b>	<b>24%</b>	<b>42%</b>	<b>31%</b>	<b>49%</b>
<b>Alpine Skiing</b>	<b>35%</b>	<b>29%</b>	<b>30%</b>	<b>26%</b>	<b>35%</b>	<b>41%</b>	<b>36%</b>
<b>Freestyle Skiing</b>	<b>34%</b>	<b>33%</b>	<b>33%</b>	<b>12%</b>	<b>33%</b>	<b>44%</b>	<b>31%</b>
<b>Long Track Speed Skating</b>	<b>32%</b>	<b>31%</b>	<b>29%</b>	<b>31%</b>	<b>33%</b>	<b>32%</b>	<b>33%</b>
<b>Short Track Speed Skating</b>	<b>32%</b>	<b>30%</b>	<b>38%</b>	<b>20%</b>	<b>33%</b>	<b>33%</b>	<b>35%</b>
<b>Luge</b>	<b>30%</b>	<b>31%</b>	<b>29%</b>	<b>21%</b>	<b>35%</b>	<b>25%</b>	<b>36%</b>
<b>Curling</b>	<b>30%</b>	<b>26%</b>	<b>49%</b>	<b>44%</b>	<b>28%</b>	<b>18%</b>	<b>46%</b>
<b>Snowboarding</b>	<b>27%</b>	<b>35%</b>	<b>27%</b>	<b>13%</b>	<b>30%</b>	<b>23%</b>	<b>33%</b>
<b>Skeleton</b>	<b>17%</b>	<b>23%</b>	<b>18%</b>	<b>7%</b>	<b>22%</b>	<b>8%</b>	<b>22%</b>
<b>Cross Country Skiing</b>	<b>13%</b>	<b>14%</b>	<b>13%</b>	<b>8%</b>	<b>15%</b>	<b>10%</b>	<b>14%</b>

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## 2010 Winter Olympics

No Canadian has ever won a Gold Medal in an Olympic competition held in Canada. Thinking about this, what do you think will happen at the 2010 Winter Olympics?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Several Canadian athletes or teams will win Gold Medals	49%	50%	53%	58%	54%	41%	47%
One Canadian athlete or team will win a Gold Medal	25%	23%	26%	18%	24%	32%	22%
No Canadian athlete or team will win a Gold Medal	5%	5%	7%	5%	6%	4%	6%
Not sure	20%	22%	14%	19%	17%	23%	25%

## 2010 Winter Olympics

Overall, would you say the Winter Olympics will have a positive or negative impact on each of the following? – Canada

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Mostly positive	80%	59%	86%	85%	83%	78%	84%
Mostly negative	5%	11%	5%	8%	4%	4%	2%
Not sure	16%	30%	9%	7%	13%	18%	14%

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**2010 Winter Olympics**

Overall, would you say the Winter Olympics will have a positive or negative impact on each of the following? – British Columbia

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Mostly positive</b>	<b>76%</b>	<b>57%</b>	<b>79%</b>	<b>81%</b>	<b>82%</b>	<b>70%</b>	<b>78%</b>
<b>Mostly negative</b>	<b>9%</b>	<b>28%</b>	<b>13%</b>	<b>10%</b>	<b>6%</b>	<b>3%</b>	<b>6%</b>
<b>Not sure</b>	<b>16%</b>	<b>15%</b>	<b>8%</b>	<b>9%</b>	<b>12%</b>	<b>26%</b>	<b>16%</b>

**2010 Winter Olympics**

Overall, would you say the Winter Olympics will have a positive or negative impact on each of the following? – Vancouver

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Mostly positive</b>	<b>79%</b>	<b>60%</b>	<b>82%</b>	<b>80%</b>	<b>83%</b>	<b>81%</b>	<b>82%</b>
<b>Mostly negative</b>	<b>10%</b>	<b>25%</b>	<b>13%</b>	<b>12%</b>	<b>8%</b>	<b>5%</b>	<b>6%</b>
<b>Not sure</b>	<b>11%</b>	<b>15%</b>	<b>5%</b>	<b>8%</b>	<b>10%</b>	<b>14%</b>	<b>12%</b>

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*Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995*

*Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Public Opinion polls are conducted using the Angus Reid Forum ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.*

*Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.*

<http://bit.ly/4zxf1S>

*Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.*

*More information on the way Angus Reid conducts public opinion research can be found at*

<http://bit.ly/3z0ull>

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**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:**

**<http://www.visioncritical.com/category/global-opinions-and-trends>**

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