

VANCOUVER 2010 WINTER OLYMPICS

# Canadians Foresee Olympic Benefits, British Columbians Still Skeptical

*Men's hockey is the most popular event nationwide, followed by the opening and closing ceremonies.*

[VANCOUVER – Jan. 21, 2010] – Most Canadians believe next month's Winter Olympics will have a positive effect on the country, the host province and the host city, but people in British Columbia are more skeptical about the ultimate benefits the games will bring, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,020 Canadian adults, about two thirds respondents (64%) are "very interested" or "moderately interested" in the Winter Olympics.

Conversely, 18 per cent of Canadians are "not too interested" in the games and 17 per cent are "not interested at all."

## Events and Results

When it comes to specific events that Canadians are planning to follow, men's hockey continues to dominate (66%), followed by the opening ceremonies (62%), the closing ceremonies (51%), figure skating and ice dancing (49%), and women's hockey (46%).

As was the case in November, half of Canadians (50%) believe several Canadian athletes will win Gold Medals at Vancouver 2010, while one-in-four (25%) foresee only one first place finish, and five per cent think the Gold Medal drought on home soil will continue beyond 2010.

## KEY FINDINGS

- **64% are very or moderately interested in the Winter Olympics**
- **More than 70 per cent of Canadians expect the Winter Olympics to have a positive impact on Canada, British Columbia and Vancouver, but people in BC are more skeptical**
- **60% oppose the public demonstrations that some groups have staged against the Vancouver 2010 Olympic Games**

Full topline results are at the end of this release.

*From January 14 to January 17, 2010, Angus Reid Public Opinion conducted an online survey among 1,020 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%. 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.*

## CONTACT:

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

### **Public Demonstrations**

In all, only 15 per cent of respondents support the public demonstrations that some groups have staged against the Vancouver 2010 Olympic Games, while three-in-five (60%) oppose them. However, the level of support for these protests is higher in British Columbia (30%) than in all other regions.

### **Benefits**

While more than 70 per cent of Canadians expect the Winter Olympics to have a positive impact on Canada, British Columbia and Vancouver, those in BC remain more doubtful. Half of respondents in BC (50%) expect the games to have a positive impact on their province, and slightly larger proportions feel the same way about the host city (52%) and the country (59%).

---

#### **CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

**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>5%</b>	<b>15%</b>	<b>4%</b>	<b>1%</b>	<b>5%</b>	<b>3%</b>	<b>1%</b>
<b>Moderately support</b>	<b>10%</b>	<b>15%</b>	<b>9%</b>	<b>8%</b>	<b>11%</b>	<b>6%</b>	<b>12%</b>
<b>Moderately oppose</b>	<b>19%</b>	<b>26%</b>	<b>21%</b>	<b>11%</b>	<b>19%</b>	<b>18%</b>	<b>22%</b>
<b>Strongly oppose</b>	<b>41%</b>	<b>33%</b>	<b>45%</b>	<b>35%</b>	<b>46%</b>	<b>40%</b>	<b>39%</b>
<b>Not sure</b>	<b>25%</b>	<b>10%</b>	<b>23%</b>	<b>45%</b>	<b>20%</b>	<b>32%</b>	<b>27%</b>

**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?

	Jan. 2010	Nov. 2009
<b>Strongly support</b>	<b>5%</b>	<b>4%</b>
<b>Moderately support</b>	<b>10%</b>	<b>10%</b>
<b>Moderately oppose</b>	<b>19%</b>	<b>22%</b>
<b>Strongly oppose</b>	<b>41%</b>	<b>38%</b>
<b>Not sure</b>	<b>25%</b>	<b>24%</b>

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

2010 Winter Olympics							
How interested are you in following the Winter Olympics in Vancouver this year?							
	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very interested	25%	23%	28%	20%	31%	18%	25%
Moderately interested	39%	33%	36%	51%	41%	39%	30%
Not too interested	18%	18%	19%	17%	14%	20%	25%
Not interested at all	17%	27%	16%	12%	13%	22%	15%
Not sure	2%	0%	1%	1%	1%	3%	5%

2010 Winter Olympics		
How interested are you in following the Winter Olympics in Vancouver this year?		
	Jan. 2010	Nov. 2009
Very interested	25%	24%
Moderately interested	39%	38%
Not too interested	18%	21%
Not interested at all	17%	16%
Not sure	2%	2%

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

**2010 Winter Olympics**

Which of the following Olympic events are you planning to follow? Select all that apply. –  
*Respondents who expressed some level of interest in the Olympics*

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Opening Ceremonies</b>	<b>62%</b>	<b>64%</b>	<b>52%</b>	<b>58%</b>	<b>65%</b>	<b>66%</b>	<b>55%</b>
<b>Closing Ceremonies</b>	<b>51%</b>	<b>51%</b>	<b>40%</b>	<b>55%</b>	<b>56%</b>	<b>50%</b>	<b>37%</b>
<b>Men's Hockey</b>	<b>66%</b>	<b>80%</b>	<b>74%</b>	<b>61%</b>	<b>73%</b>	<b>49%</b>	<b>56%</b>
<b>Women's Hockey</b>	<b>46%</b>	<b>56%</b>	<b>56%</b>	<b>39%</b>	<b>52%</b>	<b>29%</b>	<b>48%</b>
<b>Alpine Skiing</b>	<b>36%</b>	<b>32%</b>	<b>37%</b>	<b>25%</b>	<b>38%</b>	<b>36%</b>	<b>42%</b>
<b>Cross Country Skiing</b>	<b>14%</b>	<b>10%</b>	<b>10%</b>	<b>12%</b>	<b>16%</b>	<b>14%</b>	<b>21%</b>
<b>Freestyle Skiing</b>	<b>33%</b>	<b>30%</b>	<b>34%</b>	<b>15%</b>	<b>31%</b>	<b>43%</b>	<b>33%</b>
<b>Snowboarding</b>	<b>28%</b>	<b>31%</b>	<b>26%</b>	<b>14%</b>	<b>34%</b>	<b>22%</b>	<b>32%</b>
<b>Ski Jumping</b>	<b>37%</b>	<b>34%</b>	<b>32%</b>	<b>32%</b>	<b>42%</b>	<b>34%</b>	<b>40%</b>
<b>Luge</b>	<b>34%</b>	<b>31%</b>	<b>38%</b>	<b>23%</b>	<b>40%</b>	<b>29%</b>	<b>29%</b>
<b>Bobsleigh</b>	<b>39%</b>	<b>36%</b>	<b>40%</b>	<b>26%</b>	<b>44%</b>	<b>37%</b>	<b>36%</b>
<b>Skeleton</b>	<b>22%</b>	<b>26%</b>	<b>26%</b>	<b>14%</b>	<b>27%</b>	<b>14%</b>	<b>25%</b>
<b>Long Track Speed Skating</b>	<b>35%</b>	<b>42%</b>	<b>33%</b>	<b>23%</b>	<b>38%</b>	<b>32%</b>	<b>33%</b>
<b>Short Track Speed Skating</b>	<b>37%</b>	<b>43%</b>	<b>33%</b>	<b>20%</b>	<b>42%</b>	<b>35%</b>	<b>35%</b>
<b>Figure Skating / Ice Dancing</b>	<b>49%</b>	<b>51%</b>	<b>48%</b>	<b>52%</b>	<b>47%</b>	<b>51%</b>	<b>44%</b>
<b>Curling</b>	<b>29%</b>	<b>38%</b>	<b>42%</b>	<b>46%</b>	<b>26%</b>	<b>17%</b>	<b>33%</b>

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

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	50%	56%	54%	47%	57%	36%	52%
One Canadian athlete or team will win a Gold Medal	25%	19%	21%	20%	22%	32%	27%
No Canadian athlete or team will win a Gold Medal	5%	7%	7%	2%	7%	1%	6%
Not sure	21%	18%	17%	31%	14%	31%	16%

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?		
	Jan. 2010	Nov. 2009
Several Canadian athletes or teams will win Gold Medals	50%	49%
One Canadian athlete or team will win a Gold Medal	25%	25%
No Canadian athlete or team will win a Gold Medal	5%	5%
Not sure	21%	20%

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

### 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
<b>Mostly positive</b>	<b>78%</b>	<b>59%</b>	<b>88%</b>	<b>85%</b>	<b>84%</b>	<b>75%</b>	<b>70%</b>
<b>Mostly negative</b>	<b>6%</b>	<b>17%</b>	<b>3%</b>	<b>7%</b>	<b>4%</b>	<b>4%</b>	<b>10%</b>
<b>Not sure</b>	<b>16%</b>	<b>24%</b>	<b>10%</b>	<b>7%</b>	<b>12%</b>	<b>21%</b>	<b>21%</b>

### 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>73%</b>	<b>50%</b>	<b>81%</b>	<b>84%</b>	<b>80%</b>	<b>69%</b>	<b>62%</b>
<b>Mostly negative</b>	<b>9%</b>	<b>31%</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>	<b>5%</b>	<b>15%</b>
<b>Not sure</b>	<b>18%</b>	<b>18%</b>	<b>11%</b>	<b>9%</b>	<b>14%</b>	<b>27%</b>	<b>23%</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>77%</b>	<b>52%</b>	<b>85%</b>	<b>84%</b>	<b>83%</b>	<b>80%</b>	<b>65%</b>
<b>Mostly negative</b>	<b>10%</b>	<b>35%</b>	<b>11%</b>	<b>8%</b>	<b>7%</b>	<b>5%</b>	<b>11%</b>
<b>Not sure</b>	<b>12%</b>	<b>14%</b>	<b>4%</b>	<b>9%</b>	<b>10%</b>	<b>15%</b>	<b>24%</b>

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)

*Angus Reid Public Opinion is a 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/3z0u1l>

- 30 -

**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>**

---

**CONTACT:**

Hamish Marshall, Research Director, Public Affairs, 604-647-1987, [hamish.marshall@angus-reid.com](mailto:hamish.marshall@angus-reid.com)