



Canada This Month ▶▶

Canadians on the Olympics



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Attribution

- The survey was commissioned and conducted by Innovative Research Group, Inc. (www.innovativeresearch.ca), a national research and polling firm with offices in Toronto, Vancouver, and Montreal.
- The first instance of survey should attribute the survey as “*a survey conducted by Innovative Research Group*”. All subsequent attributions can use the shorter convention of: “*Innovative poll*”.



Methodology

- The online survey was conducted among current members of INNOVATIVE's Canada 20/20 panel, from March 2nd to March 9th, 2010.
- The Canada 20/20 Panel is recruited from a wide variety of sources to be representative of the known distribution of Canadians by age, gender, region, and language.
- Each survey is administered to a series of randomly selected sub samples of the panel and weighted according to Census data to ensure that the sample is representative of the age, gender, region and language breakdown of the Canadian population to provide results that are intended to approximate a probability sample.
- Each panelist is provided with a unique url in their invitation so that only invited panel members are able to complete any specific survey. Each url can only be used to complete one survey.
- The weighted total sample included 2,358 responses eligible for inclusion in our analysis. There were over samples in BC, Alberta and Ontario which brings the total sample to 3,443. An unweighted probability sample of 2,358 would have an estimated margin of error of ± 2.0 percentage points, 19 times out of 20.
- Note that we also present tracking results from our September 2009 survey conducted from September 17th to October 1st, and our December 2009 survey conducted from December 17th to January 4, 2010. The weighted total sample included 2,549 and 2,413 responses, respectively, eligible for inclusion in our analysis.
- The margin of error will be larger within each sub-grouping of the sample.
- Note: Graphs may not always total 100% due to rounding values rather than an error in the data. Sums are added before rounding numbers.



Methodology

- Responses were weighted by age, sex and region using 2006 Census data from Statistics Canada.
- The sample was divided into 6 regions:

Region	Unweighted sample size	Weighted sample size
British Columbia	636	296
Alberta	380	233
Prairies / North	194	148
Ontario	1424	907
Quebec	585	589
Atlantic	224	185
Total	3443	2358



Key Findings

- INNOVATIVE tracked views regarding the Olympics in September 2009, December 2009, and upon the conclusion of the Olympics in March 2010.

Most Canadians – even British Columbians – now believe the Olympics was a “great idea”

- Two-thirds of Canadians agreed “it was a great idea to bid for the 2010 Olympics”. This more than doubles the amount who agreed two months earlier, as most of those waiting to see how the Olympics turned out clearly liked what they saw.
- Those believing the Olympics was a “mistake” – about 1 in 5 - were unmoved, neither increasing or decreasing from previous surveys.
- British Columbians were hesitant to embrace the Olympics in pre-Olympics surveys, with only 1 in 5 saying it was a “great idea”. But in the post-survey, this support rose sharply to 51%, while the amount believing it was a “mistake” was constant at 39% - highest of any region.



Key Findings

Canadians surprised themselves with Olympic viewing habits

- Less than 1 in 5 Canadians said in December 2009 that they planned to watch the Olympics every day, but afterwards, almost half (47%) said they tuned in daily.
- Less than 1 in 10 Canadians said they didn't watch the Olympics at all.

Canadians believe they presented positive image to the world

- Three-quarters of Canadians believed the Olympics helped Canada's image in the world, and only 3% said it hurt.
- Anglophones were more likely (79%) than francophones (57%) to agree that the

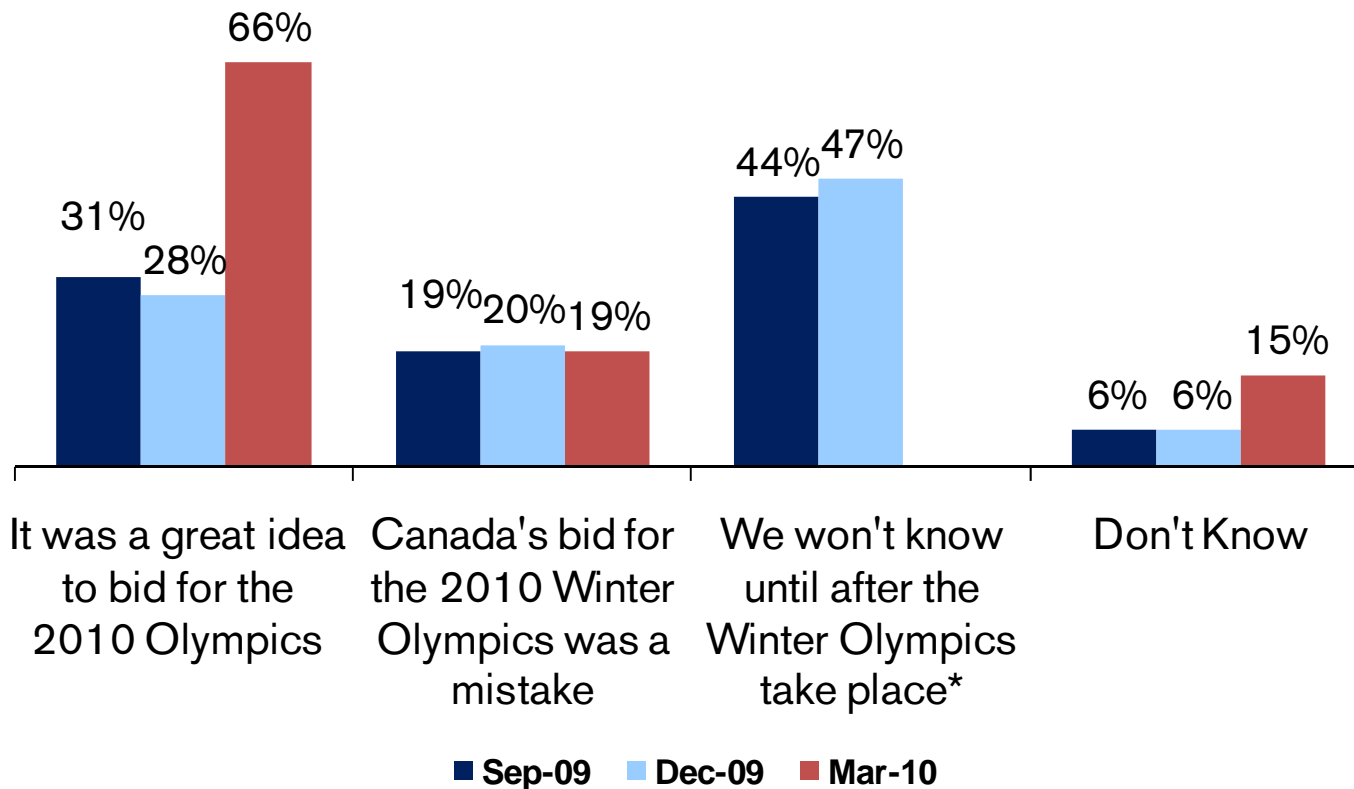
Warm weather woes at Olympics not seen as Climate Change by majority

- About one-quarter of Canadians believe Olympic warm weather is a result of Climate Change. This ranges from a low of 13% of Albertans to a high of 37% of francophones. Most say it was just a "normal winter on the West Coast".



Canadians moved from being on the fence to believing the Olympics were a great idea

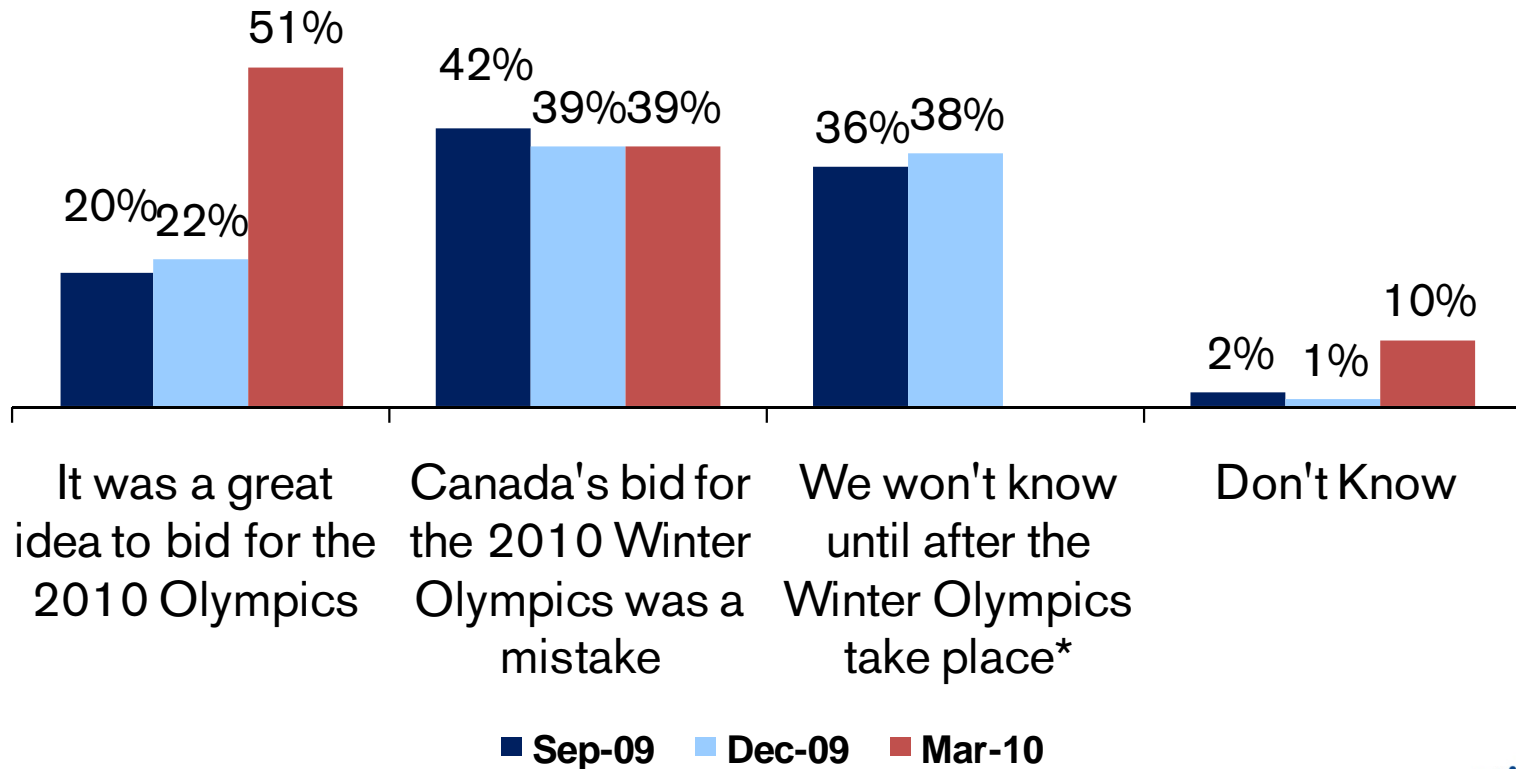
Q Based on what you have read, seen, and heard about the benefits and costs of the Olympics, which of the following statements best reflects your view as of today?



* Option removed from March 2010 survey

In BC, critics were unmoved but undecided moved strongly to create a majority believing Olympics were a great idea

Q Based on what you have read, seen, and heard about the benefits and costs of the Olympics, which of the following statements best reflects your view as of today: **[British Columbia only]**



* Option removed from March 2010 survey

Clear majority across all regions say Olympics were a great idea

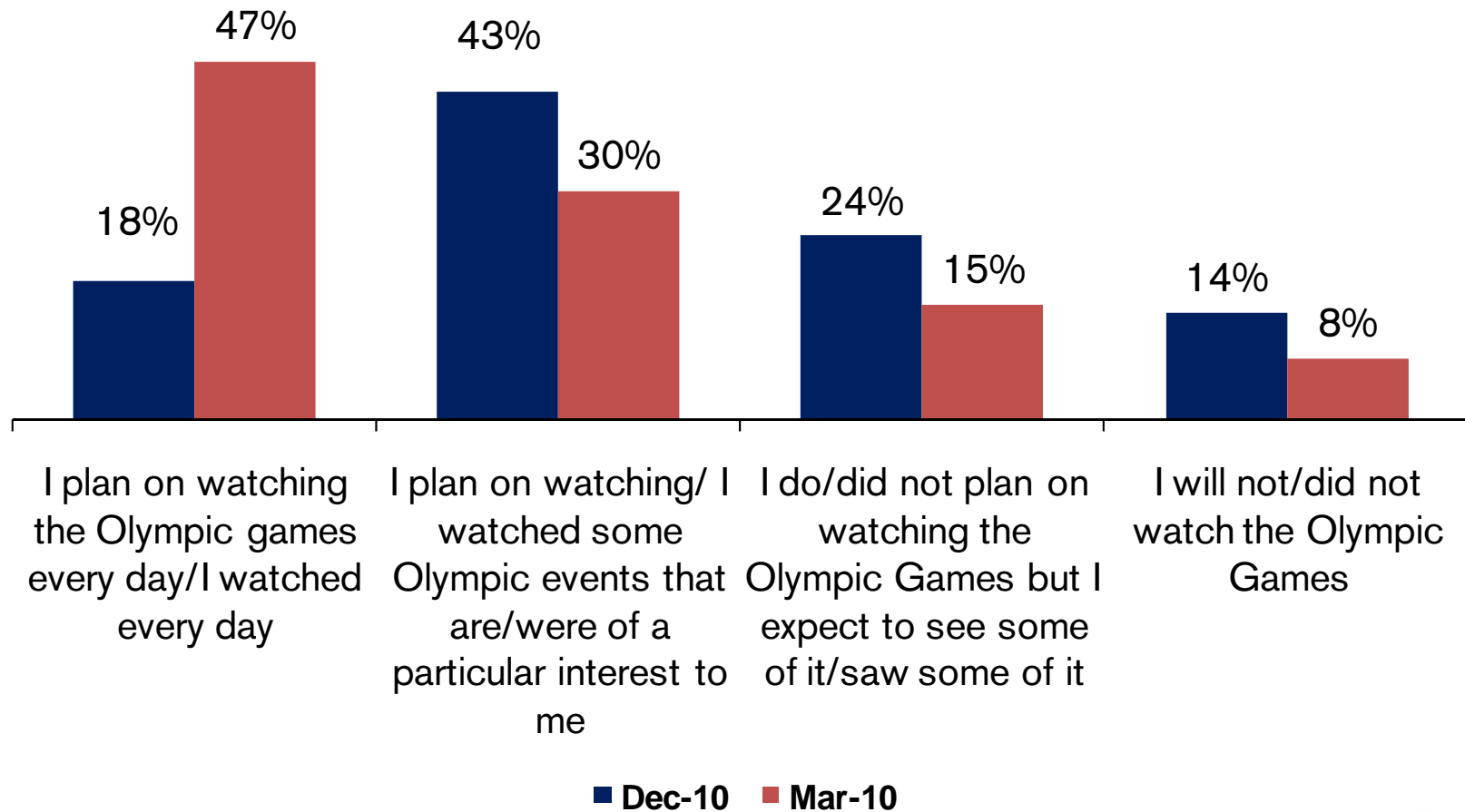
	Canada	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
It was a great idea to bid for the 2010 Olympics	66%	51%	70%	54%	71%	65%	72%
Canada's bid for the 2010 Olympics was a mistake.	19%	39%	15%	21%	16%	17%	11%
Don't Know	15%	10%	16%	25%	13%	18%	17%



Canadians surprise themselves – almost half say they watched the Olympic Games every day

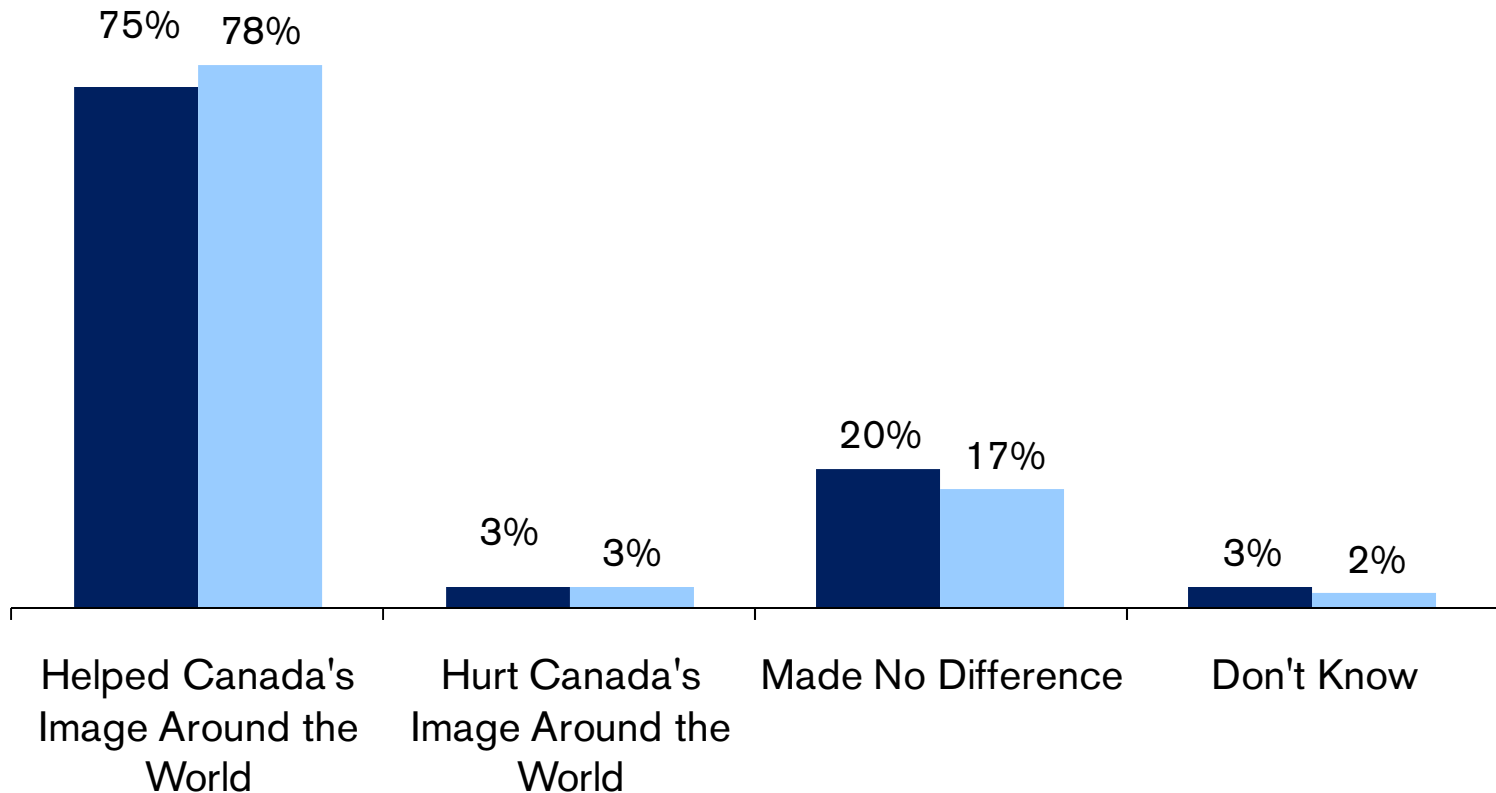


Pre: How closely will you be following the 2010 Vancouver Olympic Games when they occur? **Post:** How closely did you follow the 2010 Vancouver Olympic Games?



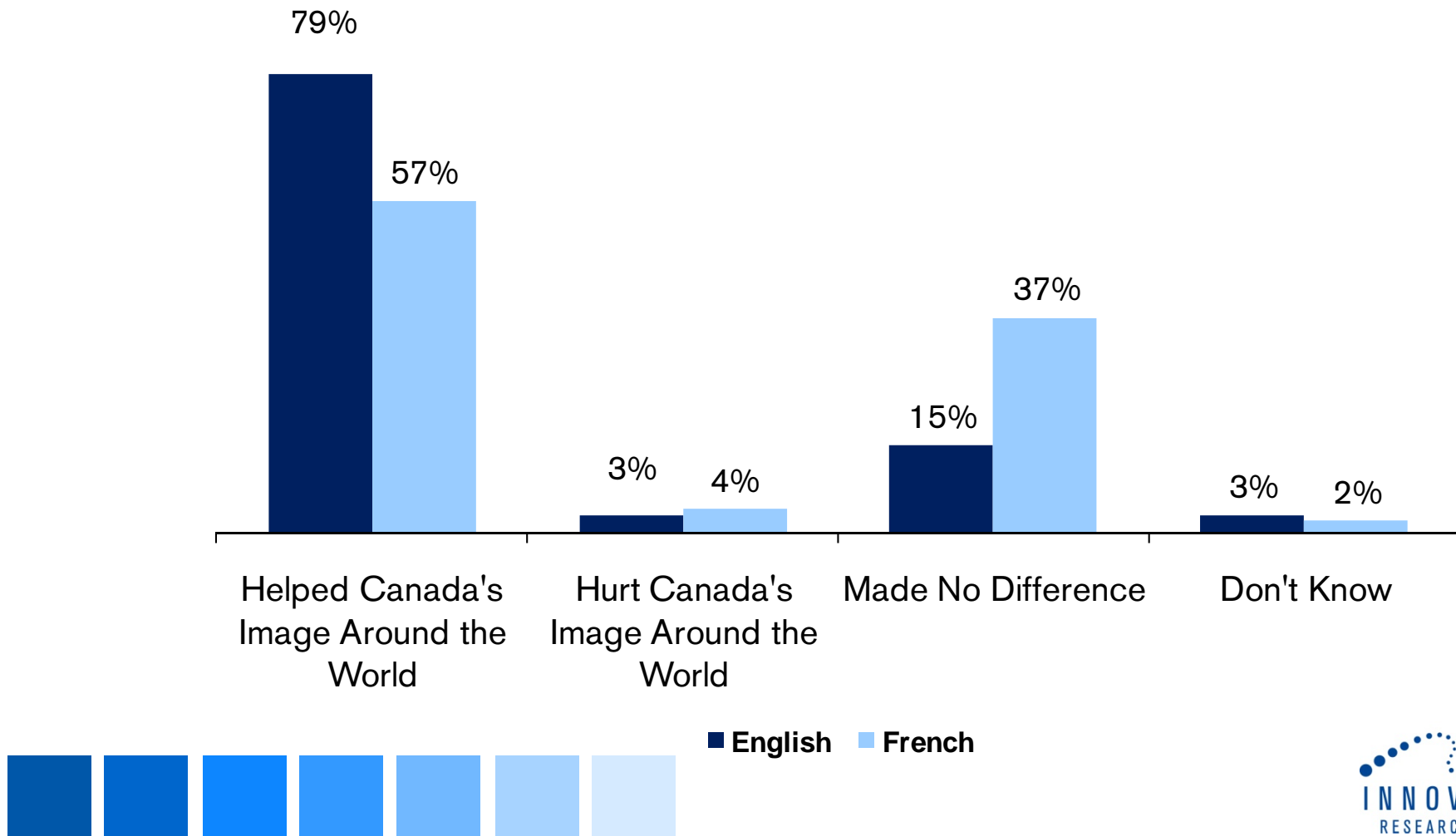
The vast majority of Canadians – and British Columbians – say the Olympics helped Canada’s image globally

Q Do you think the Vancouver Olympic Games have helped Canada’s image around the world, hurt Canada’s image, or has it made no difference to Canada’s image?



While a majority agree, Francophones less likely to believe Canada's image aided by the Olympics

Q Do you think the Vancouver Olympic Games have helped Canada's image around the world, hurt Canada's image, or has it made no difference to Canada's image?



All regions see the Olympics helping Canada's image

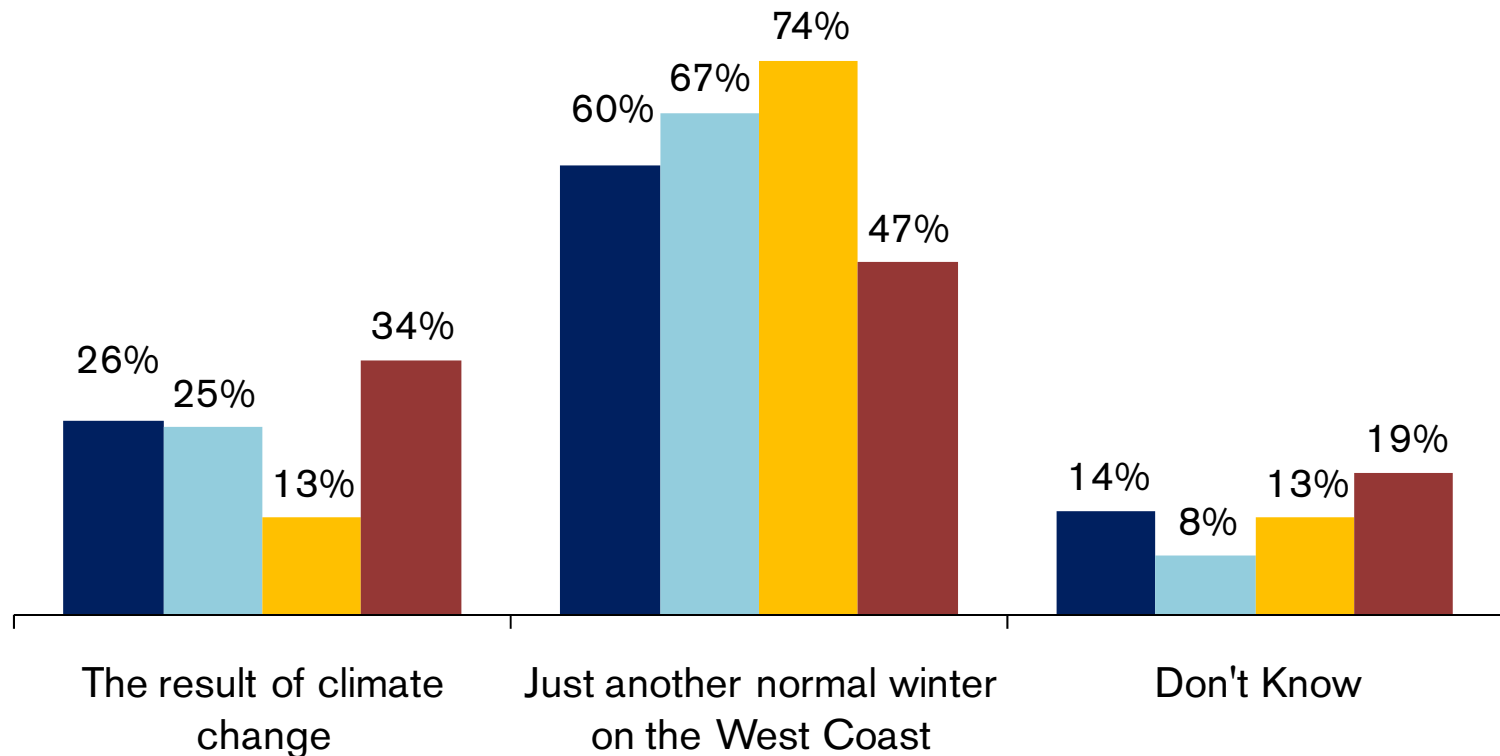
	Canada	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Helped Canada's image round the world	75%	78%	84%	77%	77%	61%	85%
Hurt Canada's image around the world	3%	3%	2%	4%	3%	3%	1%
Made no difference	20%	17%	14%	15%	16%	34%	10%
Don't Know	3%	2%	1%	3%	3%	2%	5%



Majority do not see warm Olympic weather as climate change; Quebec residents most likely to make connection

Q

Do you think the lack of snow, and warm weather during the Vancouver Olympic Games is...



■ Canada ■ BC ■ Alberta ■ Quebec





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