



Canada This Month ▶▶

# Canadians on the Olympics



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Innovative Research Group, Inc. | [www.innovativeresearch.ca](http://www.innovativeresearch.ca)

**Toronto Office**

350 Bay Street, 3<sup>rd</sup> Floor  
Toronto ON | M5H 2S6

*Main: 416.642.6340  
Fax: 416.640.5988*

**Vancouver Office**

1055 West Hastings, 3<sup>rd</sup> Floor  
Vancouver BC | V6E 2E9

*Main: 604.662.4022  
Fax: 604.684.6024*

**Montreal Office**

1010 rue Sherbrooke Ouest,  
Bureau 1800  
Montréal, Quebec | H3A 2R7

*Main: 514.904.2232  
Fax: 514.286.6078*

# Methodology

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- The online survey was conducted among current members of INNOVATIVE's Canada 20/20 panel, from December 17th 2009 to January 4th, 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 2,413 responses eligible for inclusion in our analysis. There were over samples in BC, Alberta and Ontario which brings the total sample to 3,480. An unweighted probability sample of 2,413 would have an estimated margin of error of  $\pm 1.7$  percentage points, 19 times out of 20.
- Note that we also present tracking results from our September 2009 survey conducted from September 17<sup>th</sup> to October 1<sup>st</sup>. The weighted total sample included 2,549 responses 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

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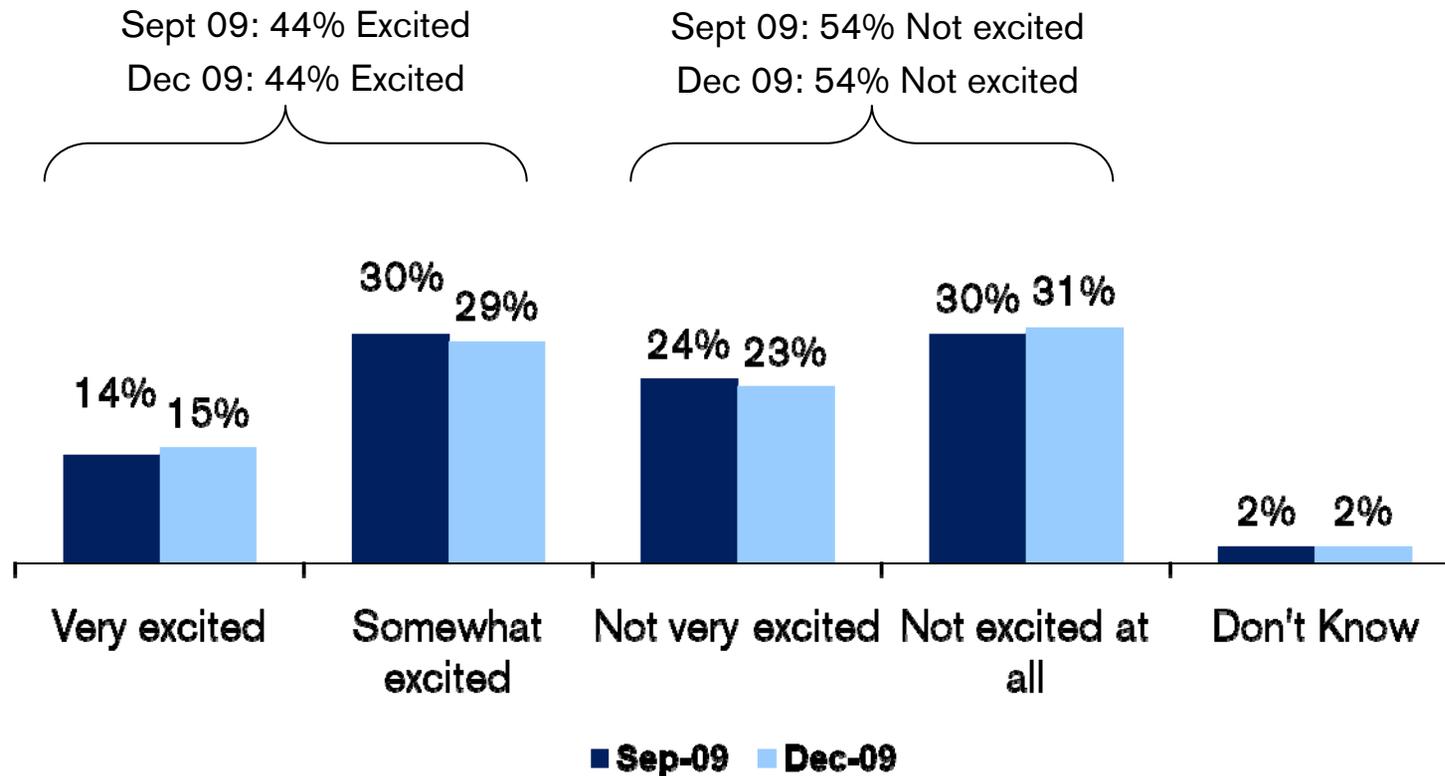
- Responses were weighted by age, sex and region using 2006 Census data from Statistics Canada.
- The sample was divided into 6 regions:

	Sample size
BC	328
Alberta	235
Prairies	143
Ontario	922
Québec	597
Atlantic	188
Canada	2413



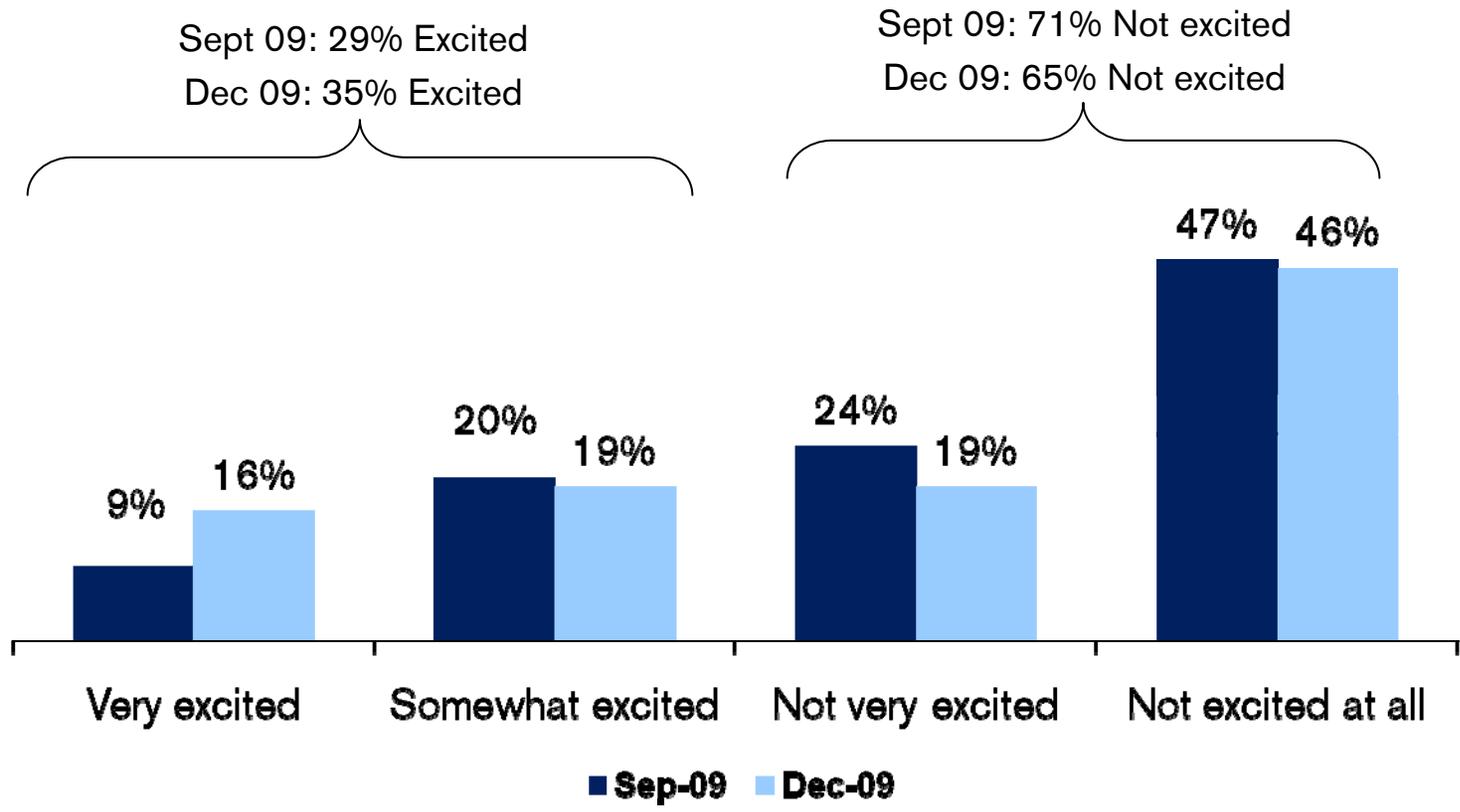
## Excitement level unchanged nationally

Q In February 2010, Vancouver and Whistler will be hosting the Winter Olympics. How excited are you personally about the Winter Olympics coming to Vancouver and Whistler? Is that...



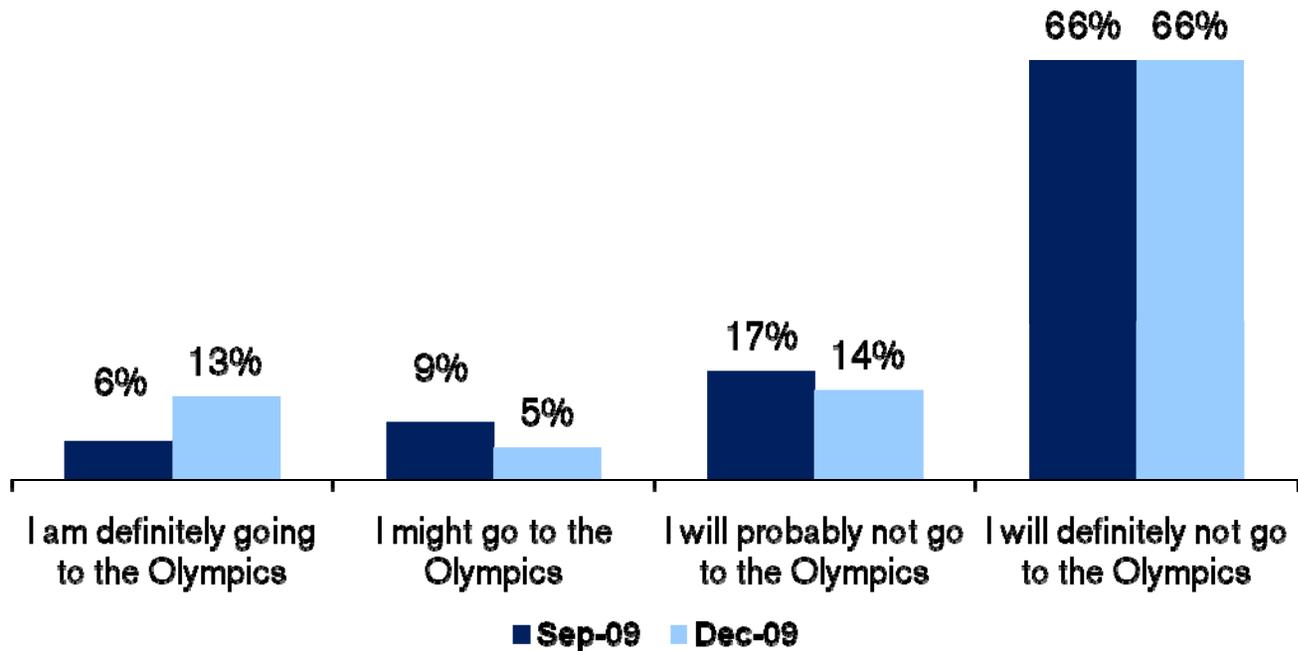
# Excitement rising in BC, but lags behind national average

**Q** In February 2010, Vancouver and Whistler will be hosting the Winter Olympics. How excited are you personally about the Winter Olympics coming to Vancouver and Whistler? Is that... **[British Columbia only]**



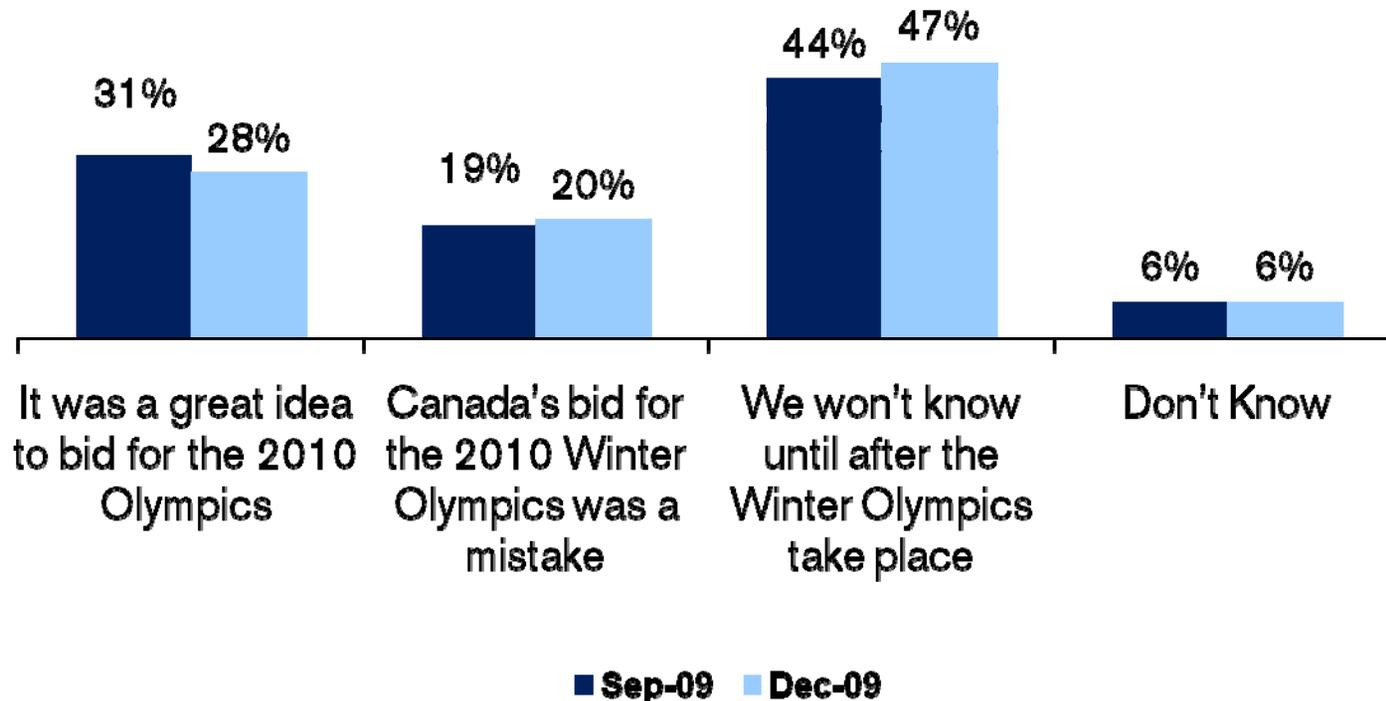
# More British Columbians firming up plans to attend; two-thirds definitely not going

**Q** Do you plan to attend the opening ceremony, the closing ceremony or some of the Olympic sports events this winter? **[British Columbia only]**



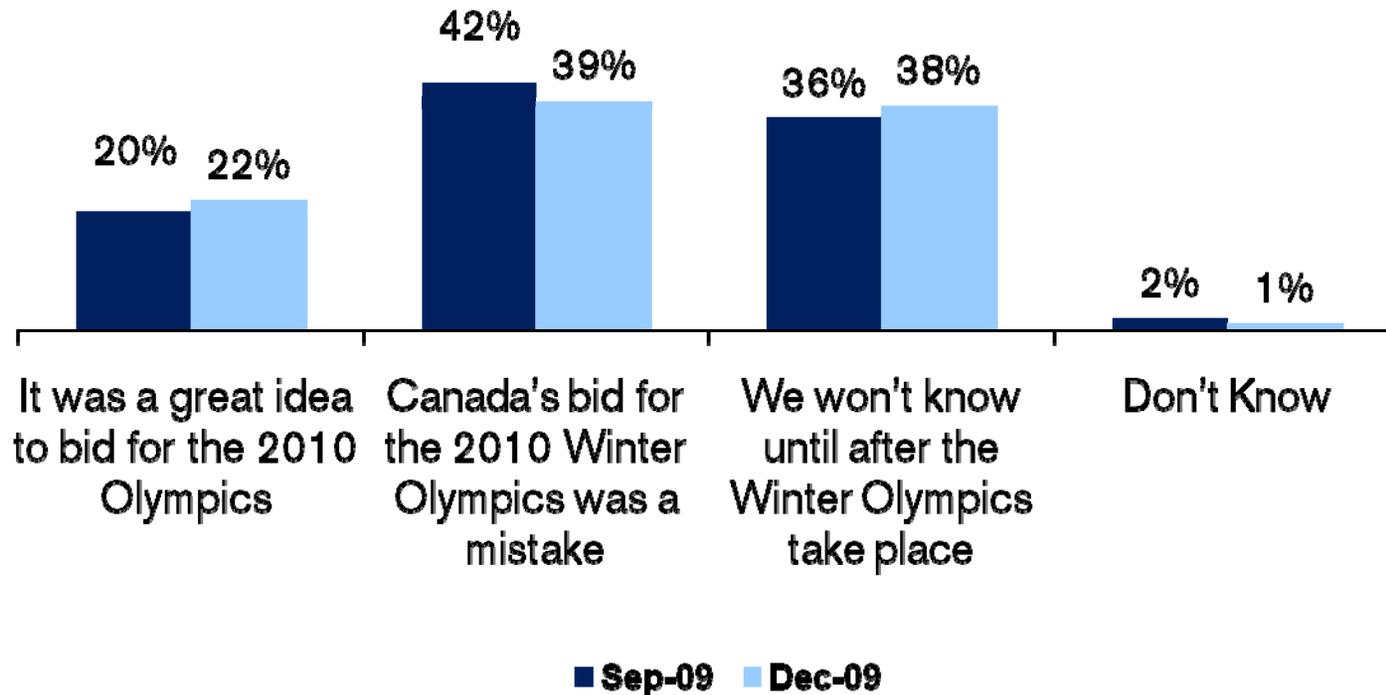
## Across the country, the jury is still out as to whether hosting the 2010 Olympics was a great idea or a mistake

**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:



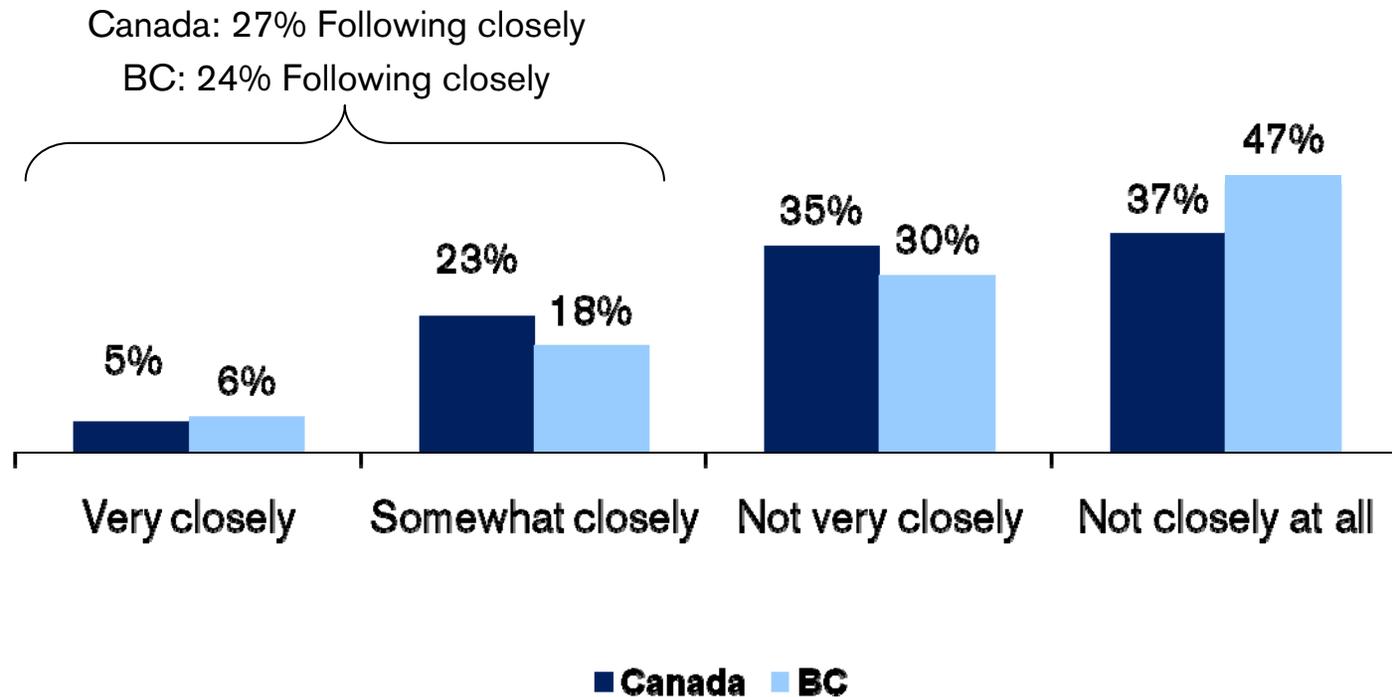
## In BC, slight movement in positive direction regarding the Olympic bid since September

**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]**



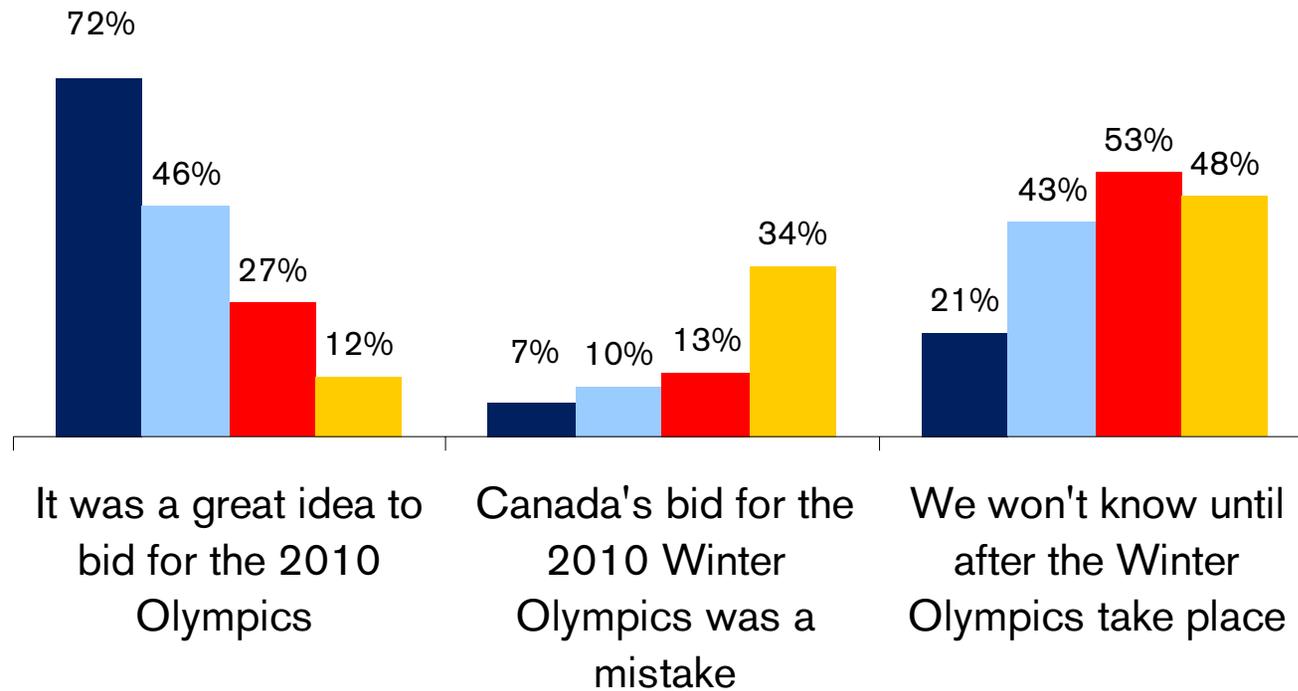
# About one-quarter of Canadians following torch relay closely; British Columbians less likely to be keeping tabs

**Q** How closely have you been following the Olympic torch relay:



# Those paying attention to Torch relay reinforcing support for Olympics; but not enough to move support higher nationally

**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:



How closely have you been following the Olympic torch relay:

■ Very closely   
 ■ Somewhat closely   
 ■ Not very closely   
 ■ Not closely at all



## About 1 in 5 Canadians will be avid Olympic watchers

**Q** How closely will you be following the 2010 Vancouver Olympic Games when they occur:

