

Leger

REPORT

Summer Olympics

DATE 2024-07-16



Methodology



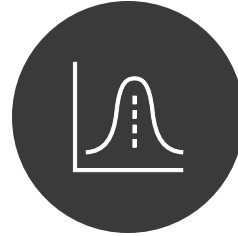
Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,531).
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

July 12 to
July 14, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

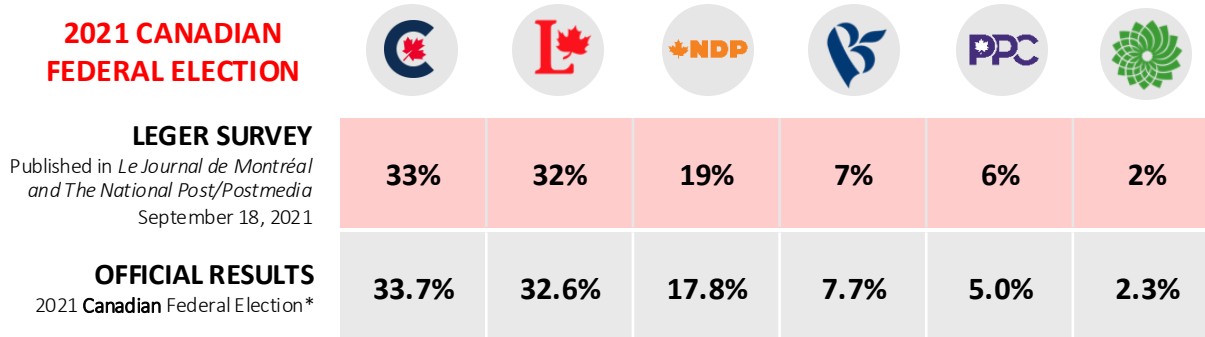
Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses:
aenns@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>



Key Highlights

From July 12 to July 14, 2024, we surveyed Canadians to find out their opinions on the upcoming summer Olympics and on their overall perceptions of the Olympics games.

Some of the key highlights of our survey on the Olympics include...

- Eight out of ten Canadians (79%) will watch or probably watch the 2024 Summer Olympics in Paris this July, but only 9% will watch the games very closely.
- Among respondents who will or will probably watch the 2024 Summer Olympics, most of them will do so on television (25%), one quarter (24%) on social media, one quarter (24%) on online streaming services, and 6% on radio. Respondents aged 55 years old or older (81%) are more likely to watch the Olympic games on television, while respondents aged 18 to 34 years old are more likely to watch it on social media (44%) or online streaming services (39%).
- Half of Canadians (51%) would like to see a Canadian city hosting the Olympic games in the future. This proportion is higher among respondents aged 18 to 34 (59%). Among those who would like to see a Canadian city host, 37% would prefer winter and 32% summer Olympic games.
- Three-quarters of Canadians (72%) think that hosting the Olympics positively impacts the host city's economy, while 28% think that it has a negative impact.
- Half of Canadians (48%) would support having permanent host cities for the Olympics to reduce costs and environmental impact.
- A majority of Canadians have a positive image of the Olympics: 59% think the Olympics aim to bring nations together, promoting peace, and that it needs to continue. On the other hand, 41% believe that the Olympics are overly commercialized and that the games are not worth the financial and environmental costs.

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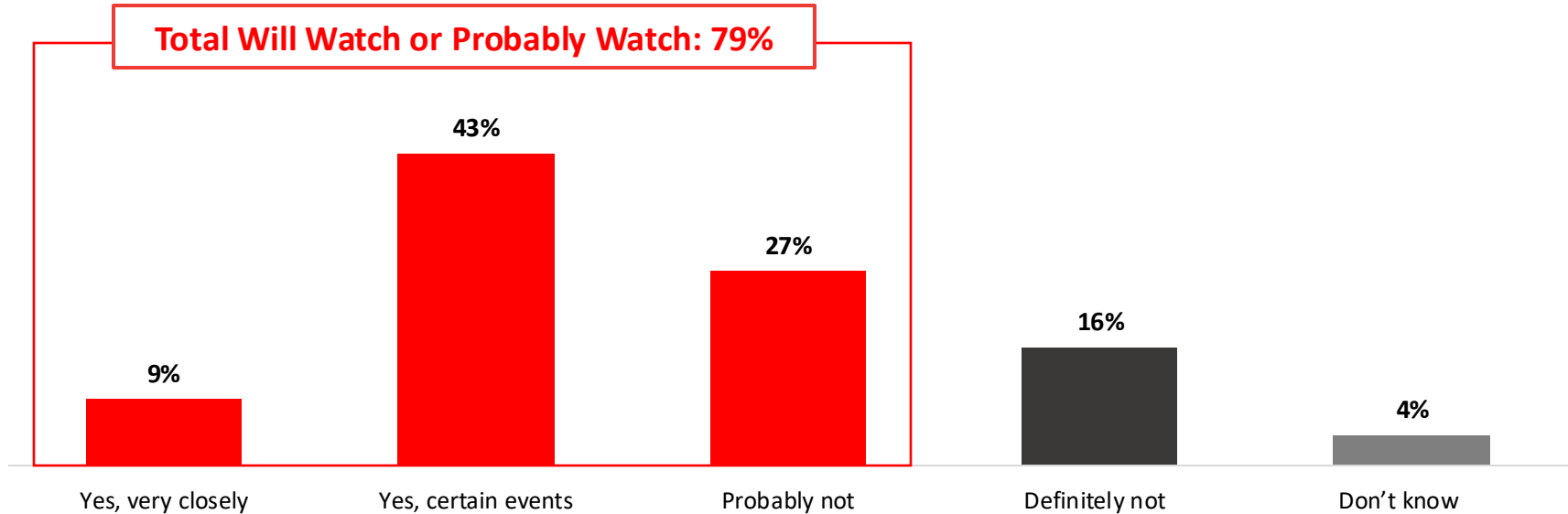
Detailed Results



Intention to Watch the 2024 Summer Olympics (1/2)

Q1. Do you plan on watching the 2024 Summer Olympics in Paris this July?

Base: All respondents (n=1,531)



Intention to Watch the 2024 Summer Olympics (2/2)

Q1. Do you plan on watching the 2024 Summer Olympics in Paris this July?

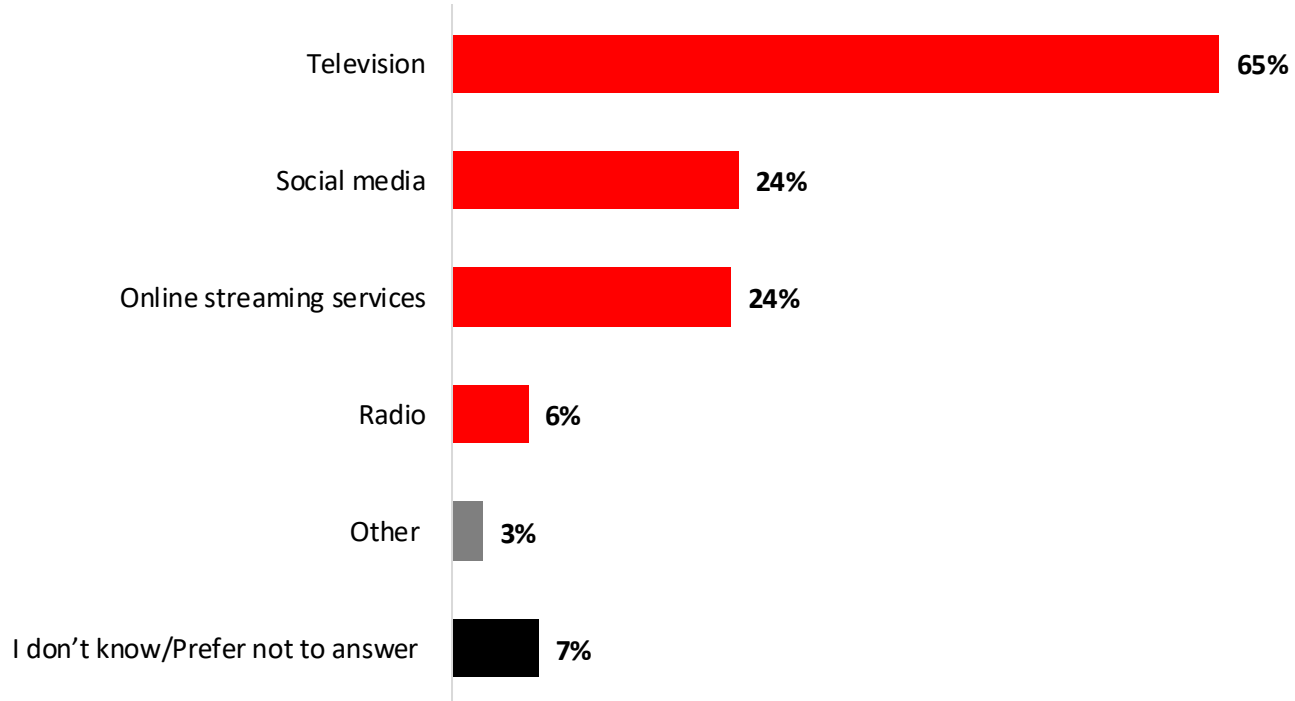
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,531	101	412	601	130	131	156	687	844	353	431	747
Total Will Watch or Probably Watch	79%	77%	77%	80%	82%	81%	78%	79%	79%	80%	76%	81%
Yes, very closely	9%	11%	10%	10%	9%	6%	9%	10%	8%	9%	8%	10%
Yes, certain events	43%	33%	41%	45%	54%	39%	43%	44%	42%	47%	38%	45%
Probably not	27%	34%	26%	25%	19%	36%	26%	25%	29%	25%	30%	25%
Definitely not	16%	16%	18%	14%	16%	17%	19%	18%	15%	14%	18%	17%
Don't know	4%	7%	5%	6%	2%	2%	2%	3%	6%	5%	6%	3%

Preferred Media for Following the Summer Olympics (1/2)

Q2. How will you typically follow what is happening at the Olympics this summer?*

Base: Respondents who will watch or will probably watch the Olympics (n=1,238)



*Total may exceed 100% since respondents could give multiple answers.

Preferred Media for Following the Summer Olympics (2/2)

Q2. How will you typically follow what is happening at the Olympics this summer?*

Base: Respondents who will watch or will probably watch the Olympics

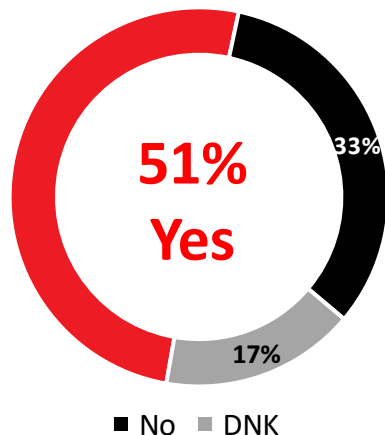
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,238	81	327	493	105	108	124	557	681	284	329	625
Television	65%	65%	70%	65%	62%	62%	62%	65%	66%	49%	58%	81%
Social media	24%	22%	19%	27%	24%	33%	20%	25%	24%	44%	26%	11%
Online streaming services	24%	24%	19%	26%	23%	23%	25%	26%	21%	39%	28%	12%
Radio	6%	5%	5%	8%	5%	7%	6%	8%	5%	5%	9%	6%
Other	3%	5%	2%	2%	4%	0%	5%	4%	2%	4%	2%	2%
I don't know/Prefer not to answer	7%	7%	9%	7%	5%	8%	7%	6%	9%	6%	11%	6%

*Total may exceed 100% since respondents could give multiple answers.

Interest in a Canadian City Hosting the Olympic Games

Q3. Would you like to see a Canadian city host the Olympic Games in the future?

Base: All respondents (n=1,531)

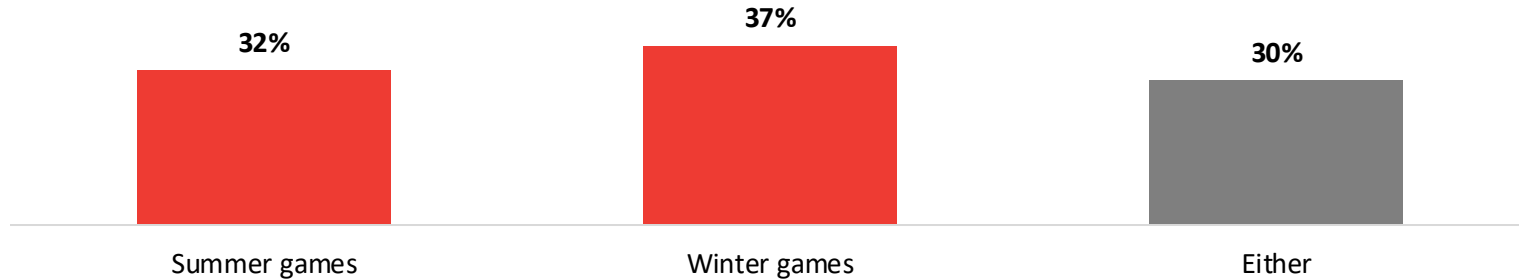


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,531	101	412	601	130	131	156	687	844	353	431	747
Yes	51%	58%	49%	52%	54%	51%	43%	49%	52%	59%	53%	44%
No	33%	26%	37%	30%	29%	30%	42%	38%	28%	25%	29%	40%
Don't know	17%	16%	14%	18%	18%	19%	15%	13%	20%	16%	18%	16%

Preference for Summer or Winter Olympics in Canada

Q4. Would you prefer Canada host a summer or winter Olympic Games?

Base: Respondents who would like to see a Canadian city host the Olympic games in the future (n=746)

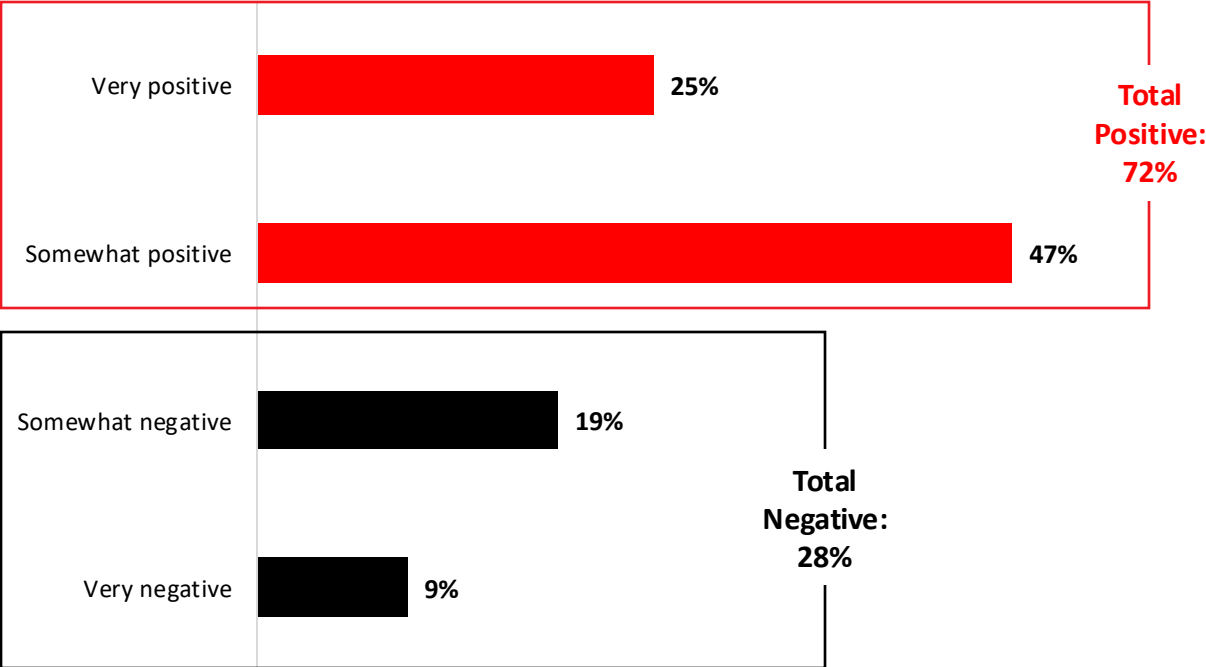


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	746	58	185	306	66	64	67	314	432	202	227	317
Summer games	32%	36%	30%	36%	22%	25%	35%	35%	29%	27%	37%	32%
Winter games	37%	34%	43%	31%	59%	41%	33%	40%	35%	49%	32%	32%
Either	30%	30%	27%	33%	17%	34%	32%	24%	35%	24%	31%	35%

Economic Impact of the Olympics on the Host City (1/2)

Q5. What impact do you think the Olympics have on the host city's economy?

Base: All respondents (n=1,531)



Economic Impact of the Olympics on the Host City (2/2)

Q5. What impact do you think the Olympics have on the host city's economy?

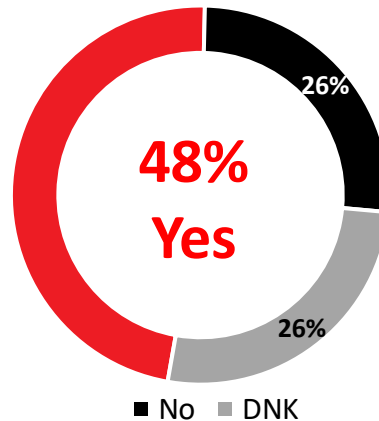
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,531	101	412	601	130	131	156	687	844	353	431	747
Total Positive	72%	77%	73%	72%	74%	70%	67%	67%	76%	79%	74%	66%
Very positive	25%	36%	25%	25%	30%	23%	15%	23%	26%	27%	27%	21%
Somewhat positive	47%	41%	48%	46%	44%	46%	52%	44%	50%	51%	47%	44%
Total Negative	28%	23%	27%	28%	26%	30%	33%	33%	24%	21%	26%	34%
Somewhat negative	19%	15%	18%	18%	17%	20%	23%	21%	17%	14%	16%	24%
Very negative	9%	8%	8%	10%	9%	11%	10%	12%	7%	7%	10%	10%

Support for Permanent Host Cities for the Olympics

Q6. Recent discussions and news articles have highlighted the various challenges associated with rotating host cities for the Olympics, such as high costs, environmental impact, and human rights issues. One proposed solution is to establish 2 to 3 cities as permanent host cities for the Games. Do you support the idea of having permanent host cities for the Olympics to reduce costs and environmental impact?

Base: All respondents (n=1,531)



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,531	101	412	601	130	131	156	687	844	353	431	747
Yes	48%	46%	50%	44%	45%	49%	54%	49%	46%	48%	49%	47%
No	26%	23%	26%	26%	23%	33%	24%	30%	23%	26%	27%	26%
Don't know	26%	31%	24%	30%	32%	18%	22%	21%	31%	26%	25%	28%

Preferred Media for Following the Summer Olympics (1/2)

Q7. Which of the two statements below is closest to your own opinion when it comes to the Olympic Games.

Base: All respondents (n=1,531)

The Olympics aim to bring nations together in a spirit of friendly competition and mutual respect, promoting peace and understanding across different cultures and societies. The Games provide a platform where countries can set aside political differences and come together in harmony. It is important they continue

59%

The Olympics are heavily commercialized and dominated by large global brands which creates an atmosphere where athletes and the sporting competition are often in the background. The Games are not worth the cost financially and environmentally to put on every 4 years and should be discontinued

41%

Preferred Media for Following the Summer Olympics (2/2)

Q7. Which of the two statements below is closest to your own opinion when it comes to the Olympic Games.

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,531	101	412	601	130	131	156	687	844	353	431	747
The Olympics aim to bring nations together in a spirit of friendly competition and mutual respect, promoting peace and understanding across different cultures and societies. The Games provide a platform where countries can set aside political differences and come together in harmony. It is important they continue.	59%	65%	55%	61%	67%	54%	57%	54%	64%	62%	59%	58%
The Olympics are heavily commercialized and dominated by large global brands which creates an atmosphere where athletes and the sporting competition are often in the background. The Games are not worth the cost financially and environmentally to put on every 4 years and should be discontinued.	41%	35%	45%	39%	33%	46%	43%	46%	36%	38%	41%	42%

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Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,531	1,531
British Columbia	156	207
Alberta	131	167
Manitoba/Saskatchewan	130	98
Ontario	601	598
Quebec	412	356
Atlantic	101	104

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,531	1,531
Male	687	745
Female	844	786
Age	1,531	1,531
18 to 34	353	399
35 to 54	431	497
55+	747	635
Language (Mother tongue)	1,531	1,531
English	1,089	1,003
French	399	305
Other	125	130

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