Leger

Summer Olympics

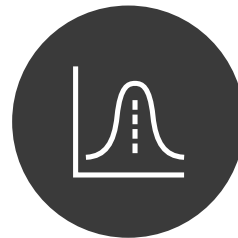**DATE** 2024-08-06

Methodology

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: n= 1,521). Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

When

August 2 to August 4, 2024

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than ±2.51%, (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.

Leger

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:
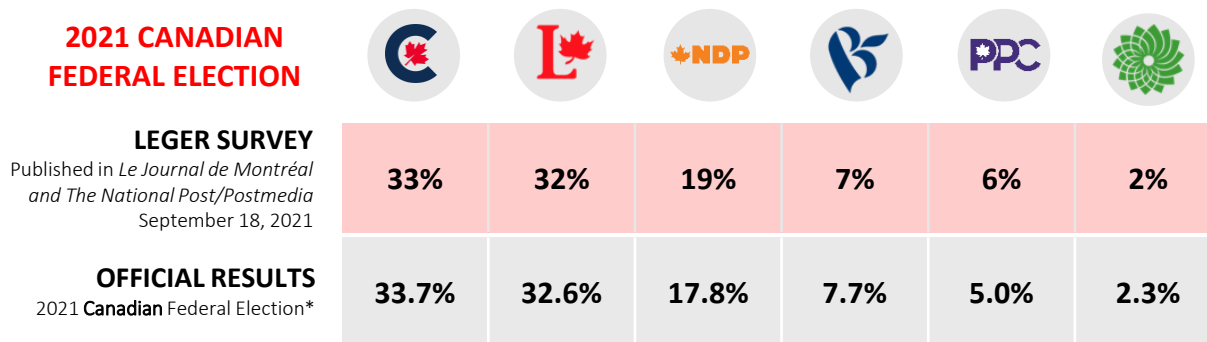aenns@leger360.com

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

2021 CANADIAN FEDERAL ELECTION	C	L	NDP	B	PPC	(logo)
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	**33%**	**32%**	**19%**	**7%**	**6%**	**2%**
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	**33.7%**	**32.6%**	**17.8%**	**7.7%**	**5.0%**	**2.3%**

Key Highlights

From August 2 to August 4, 2024, we surveyed Canadians to find out their opinions on the Summer Olympics currently taking place in Paris and the controversy surrounding the Canadian women's soccer team.

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

- Nearly three-quarters of Canadians (72%) are watching the 2024 Summer Olympics in Paris to some extent, with 10% watching the games very closely.

- Among respondents who are watching the Summer Olympics, most of them (68%) consider the 2024 edition to be average for the typical Olympics, while 19% consider them above average and 14% below average.

- Around a quarter of Canadians (28%) plan to watch the 2024 Paralympics Games taking place in Paris later this month.

- Seven out of ten Canadians (70%) are familiar with the controversy involving the Canadian women's soccer team and the allegations that they were using a drone to spy on opponents' practices.

- The opinion on FIFA's punishment of the Canadian women's soccer team is divided: 39% think it is fair, 32% think it is unfair, and 28% don't know. Among those familiar with this controversy, half (47%) think the punishment is fair, while 39% think it is unfair, and 14% don't know.
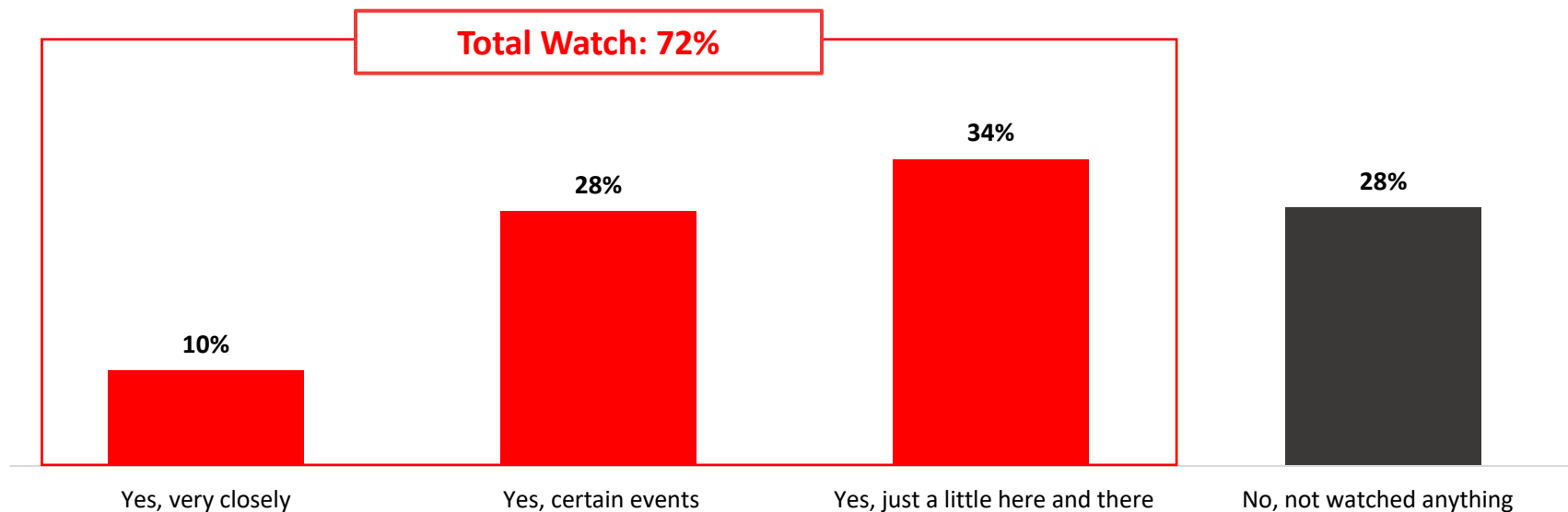
Detailed Results

Viewership of the 2024 Summer Olympics (1/2)

Q1. Have you been watching the 2024 Summer Olympics in Paris this July?
Base: All respondents (n=1,521)

Total Watch: 72%

- **10%** Yes, very closely
- **28%** Yes, certain events
- **34%** Yes, just a little here and there
- **28%** No, not watched anything

Viewership of the 2024 Summer Olympics (2/2)

Q1. Have you been watching the 2024 Summer Olympics in Paris this July?
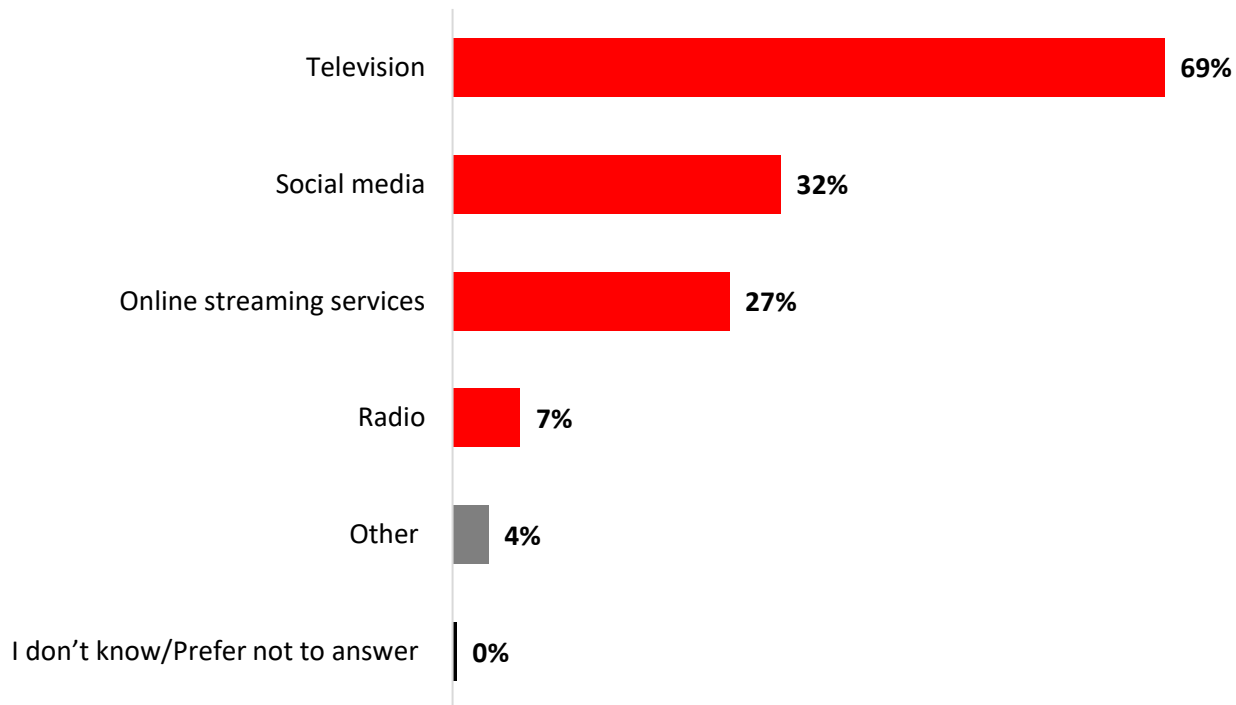Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	*1,521*	*100*	*405*	*605*	*126*	*128*	*157*	*777*	*744*	*399*	*432*	*690*
Total Watch	**72%**	**56%**	75%	**75%**	**58%**	66%	75%	**76%**	**68%**	74%	68%	73%
Yes, very closely	**10%**	6%	12%	12%	10%	**5%**	8%	12%	9%	10%	11%	10%
Yes, certain events	**28%**	19%	31%	30%	**19%**	**17%**	33%	30%	26%	**33%**	25%	26%
Yes, just a little here and there	**34%**	31%	32%	33%	29%	43%	34%	34%	33%	31%	31%	37%
No, not watched anything	**28%**	**44%**	25%	**25%**	**42%**	34%	25%	**24%**	**32%**	26%	32%	27%

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

Q2. How are you typically following what is happening at the Olympics this summer?*
Base: Respondents who have been watching the Olympics (n=1,133)

Media	Percentage
Television	69%
Social media	32%
Online streaming services	27%
Radio	7%
Other	4%
I don't know/Prefer not to answer	0%

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

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

Q2. How are you typically following what is happening at the Olympics this summer?*
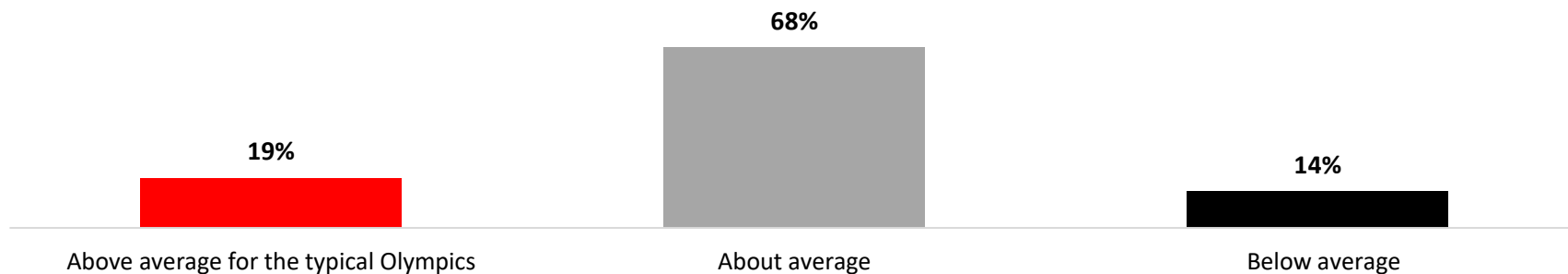Base: Respondents who have been watching the Olympics

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	*1,133*	*63*	*307*	*473*	*79*	*89*	*122*	*604*	*529*	*306*	*310*	*517*
Television	**69%**	75%	**80%**	**62%**	65%	72%	72%	69%	70%	**49%**	**64%**	**86%**
Social media	**32%**	30%	**25%**	35%	42%	33%	29%	32%	31%	**56%**	34%	**14%**
Online streaming services	**27%**	32%	**22%**	30%	32%	27%	23%	**31%**	**23%**	**40%**	**33%**	**14%**
Radio	**7%**	**2%**	8%	7%	7%	8%	6%	**8%**	**5%**	7%	8%	6%
Other	**4%**	1%	3%	4%	2%	3%	3%	**5%**	**2%**	3%	4%	4%
I don't know/Prefer not to answer	**0%**	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%

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

Perception of the 2024 Summer Olympics in Paris

Q3. So far, would you say these Olympics being host by Paris, France are...
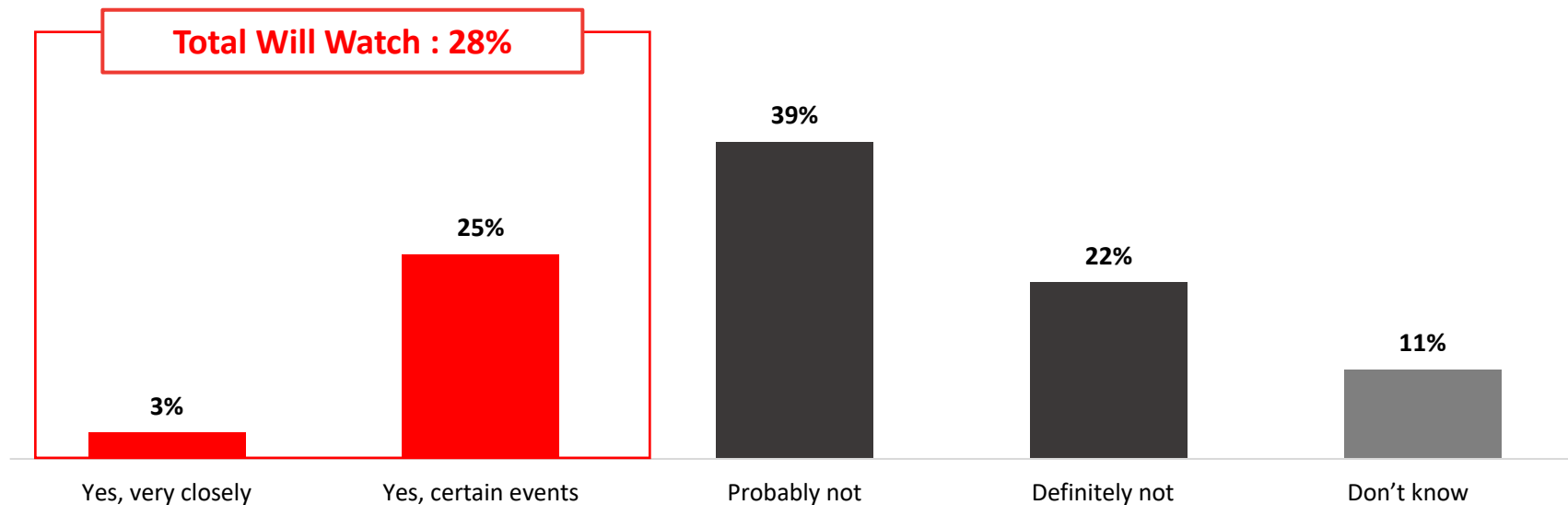Base: Respondents who have been watching the Olympics (1,133)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	*1,133*	*63*	*307*	*473*	*79*	*89*	*122*	*604*	*529*	*306*	*310*	*517*
Above average for the typical Olympics	**19%**	14%	**24%**	18%	22%	**6%**	20%	19%	18%	19%	18%	19%
About average	**68%**	66%	68%	69%	66%	62%	68%	65%	71%	68%	67%	68%
Below average	**14%**	21%	**7%**	13%	12%	**32%**	13%	**16%**	**11%**	13%	16%	13%

Intention to Watch the 2024 Paralympic Games (1/2)

Q3B. Do you plan on watching the 2024 Paralympic Games taking place in Paris at the end of August?
Base: All respondents (n=1,521)

Total Will Watch : 28%

Yes, very closely	3%
Yes, certain events	25%
Probably not	39%
Definitely not	22%
Don't know	11%

Intention to Watch the 2024 Paralympic Games (2/2)

Q3B. Do you plan on watching the 2024 Paralympic Games taking place in Paris at the end of August?
Base: All respondents

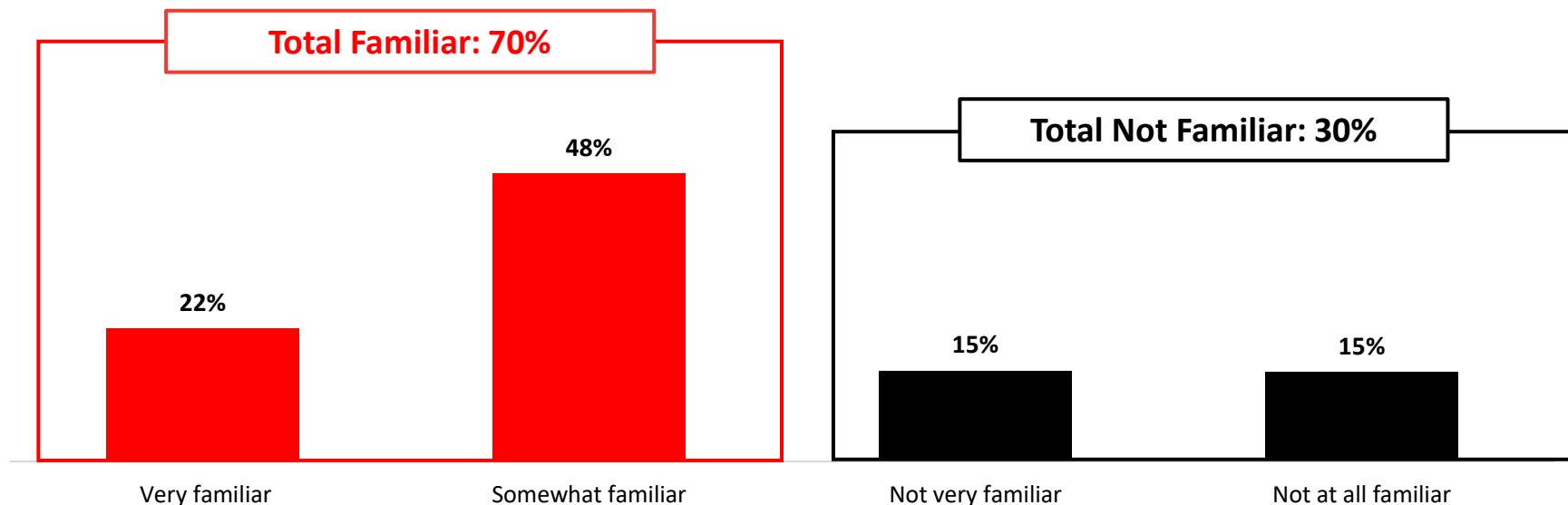|	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	*1,521*	*100*	*405*	*605*	*126*	*128*	*157*	*777*	*744*	*399*	*432*	*690*
Total Will Watch	**28%**	25%	29%	**32%**	27%	23%	24%	31%	26%	33%	25%	28%
Yes, very closely	**3%**	3%	3%	3%	4%	4%	2%	4%	3%	4%	4%	2%
Yes, certain events	**25%**	22%	26%	**29%**	23%	19%	22%	27%	24%	29%	**21%**	26%
Probably not	**39%**	37%	41%	39%	31%	35%	43%	38%	40%	36%	36%	**43%**
Definitely not	**22%**	24%	22%	**18%**	**31%**	**31%**	18%	24%	20%	20%	**26%**	19%
Don't know	**11%**	15%	8%	10%	11%	11%	15%	**8%**	**14%**	11%	12%	10%

Detailed Results

Controversy Involving Canada's Women's Soccer Team (1/2)

Q4. How familiar are you about the controversy involving Canada's women soccer team and allegations they were using a drone to spy on opponent's practices?
Base: All respondents (n=1,521)

Total Familiar: 70%

Total Not Familiar: 30%

22%
48%
15%
15%

Very familiar
Somewhat familiar
Not very familiar
Not at all familiar

Controversy Involving Canada's Women's Soccer Team (2/2)

Q4. How familiar are you about the controversy involving Canada's women soccer team and allegations they were using a drone to spy on opponent's practices?
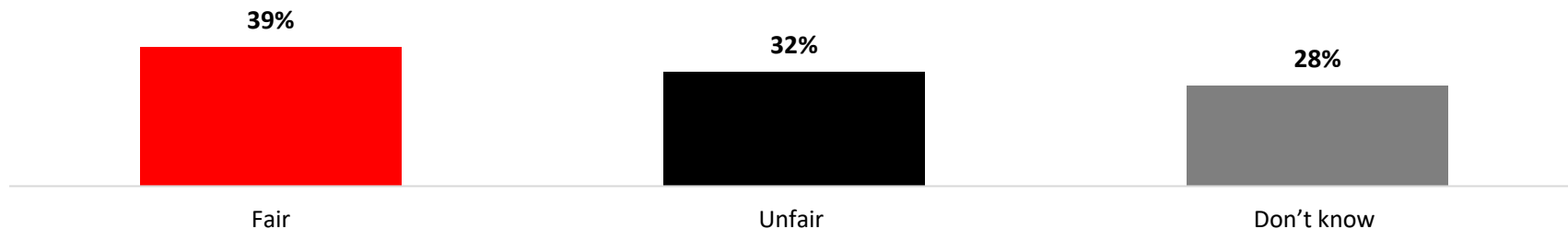Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	*1,521*	*100*	*405*	*605*	*126*	*128*	*157*	*777*	*744*	*399*	*432*	*690*
Total Familiar	**70%**	**59%**	67%	70%	62%	76%	**79%**	**78%**	**62%**	**63%**	68%	**76%**
Very familiar	**22%**	**13%**	20%	25%	21%	18%	26%	**27%**	**18%**	**16%**	20%	**27%**
Somewhat familiar	**48%**	46%	47%	45%	40%	**59%**	52%	**52%**	**44%**	47%	48%	48%
Total Not Familiar	**30%**	**41%**	33%	30%	38%	24%	**21%**	**22%**	**38%**	**37%**	32%	**24%**
Not very familiar	**15%**	**8%**	18%	15%	17%	13%	13%	**13%**	**17%**	16%	17%	13%
Not at all familiar	**15%**	**32%**	14%	15%	21%	11%	**8%**	**9%**	**21%**	**21%**	16%	**11%**

Opinion on FIFA's Punishment of Canada's Women's Soccer Team

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Q5. FIFA, international soccer's governing body, has suspended and sent back to Canada several of the team's coaches, including its head coach and deducted 6 points from the team's standing—the equivalent of 2 victories. Do you feel this punishment is...?
Base: All respondents (n=1,521)

	Fair	Unfair	Don't know
	39%	32%	28%

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total Familiar with the controversy	Total Not Familiar with the controversy
Unweighted n=	1,521	100	405	605	126	128	157	777	744	399	432	690	1,104	417
Fair	39%	28%	40%	39%	30%	39%	50%	42%	37%	47%	39%	35%	47%	21%
Unfair	32%	34%	33%	34%	33%	30%	26%	35%	30%	22%	27%	42%	39%	18%
Don't know	28%	39%	27%	27%	36%	31%	24%	23%	33%	31%	33%	23%	14%	61%

Detailed Methodology

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Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
Province	**1,521**	**1,521**
British Columbia	157	207
Alberta	128	168
Manitoba/Saskatchewan	126	98
Ontario	605	592
Quebec	405	353
Atlantic	100	103

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	**1,521**	**1,521**
Male	777	743
Female	744	777
Age	**1,521**	**1,521**
18 to 34	399	401
35 to 54	432	491
55+	690	629
Language (Mother tongue)	**1,521**	**1,521**
English	985	1,054
French	385	301
Other	149	164

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- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

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