

Report

Postmedia Study – December 2021

Opinions on a Vancouver Bid for the 2030
Winter Olympic Games



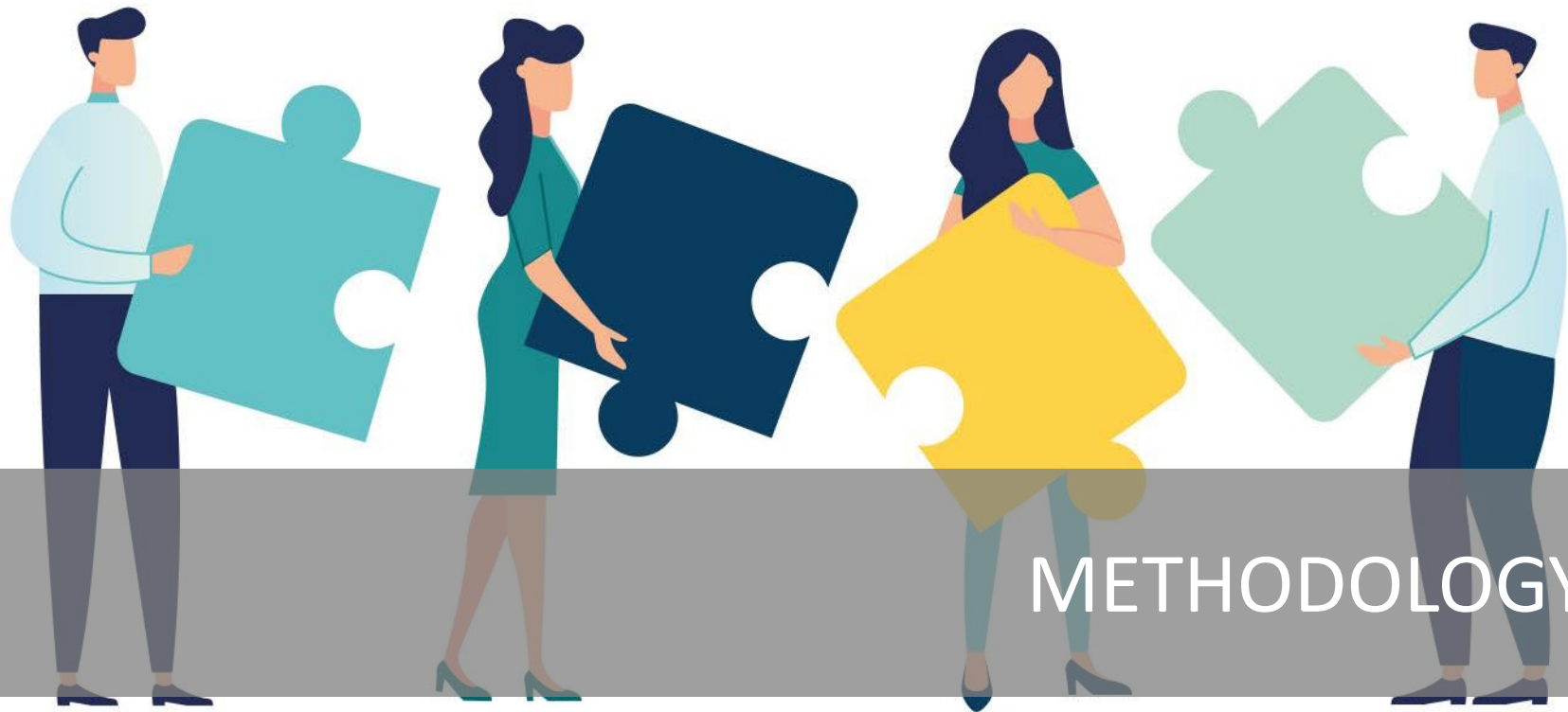
DATE December 2021

Leger

We know Canadians

Table of Contents

— METHODOLOGY	Page 03
— KEY FINDINGS	Page 05
— DETAILED RESULTS	Page 07
1. Opinions on a Vancouver bid for the 2030 Winter Olympic Games	
— RESPONDENT PROFILE	Page 15



METHODOLOGY

Methodology



Online surveys with British Columbia residents were conducted via Leger's online panel, LEO.



From December 17th to 19th, 2021.



1,002 residents of BC that are 18 years of age or older



Using data from the 2016 Census, results were weighted according to, age, gender, and region in order to ensure a representative sample of the population in British Columbia.



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1,002 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20.



Key Findings

Key Findings



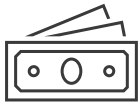
British Columbians are divided in their level of support for a 2030 Winter Olympic Games bid

- Overall support for the games comes in at 34%, while 31% of residents are neutral and 35% oppose the bid. This division is similar regardless of where people live in the province.



Support for the games varies upon learning that the bid is being led by First Nations

- BC residents who already indicated support for the games are much more likely to increase their level of support, while those who oppose the games are much more likely to decrease their level of support upon learning that the bid is being led by First Nations.



BC residents think that First Nations should be the most financially responsible for the games

- British Columbians allocated a slight majority (26%) of the cost to First Nations when asked to indicate how financially responsible individual groups should be. However, BC residents believe that First Nations will end up paying less than they should if the bid goes through, while provincial government will end up paying more.



British Columbians feel the 2030 Winter Olympic Games would be a large investment.

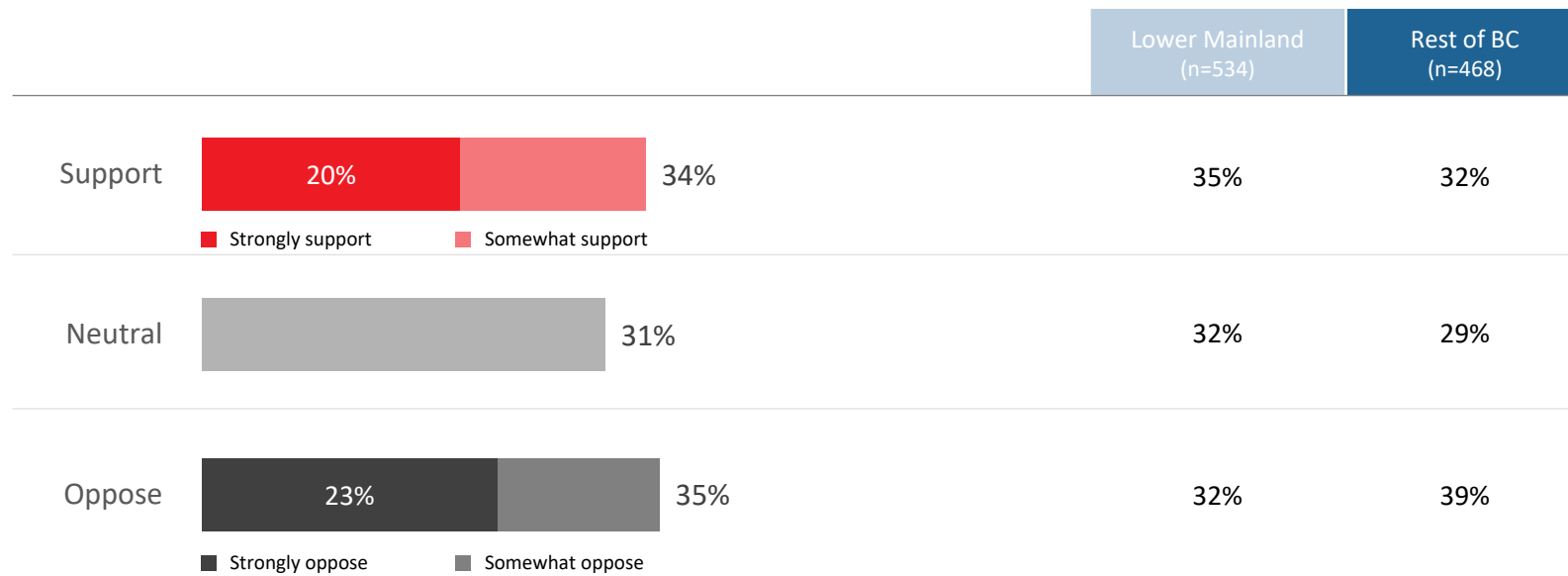
- 66% of BC residents think that the games would be a large financial investment. Half of BC residents also feel that the games will give British Columbians something to look forward to and create economic opportunities.



Detailed Results

Opinions on a Vancouver bid for the 2030 Winter Olympic Games

British Columbians are divided when it comes to level of support for a Vancouver bid to host the 2030 Winter Olympic Games and this division is seen all throughout the province, regardless of where people live.

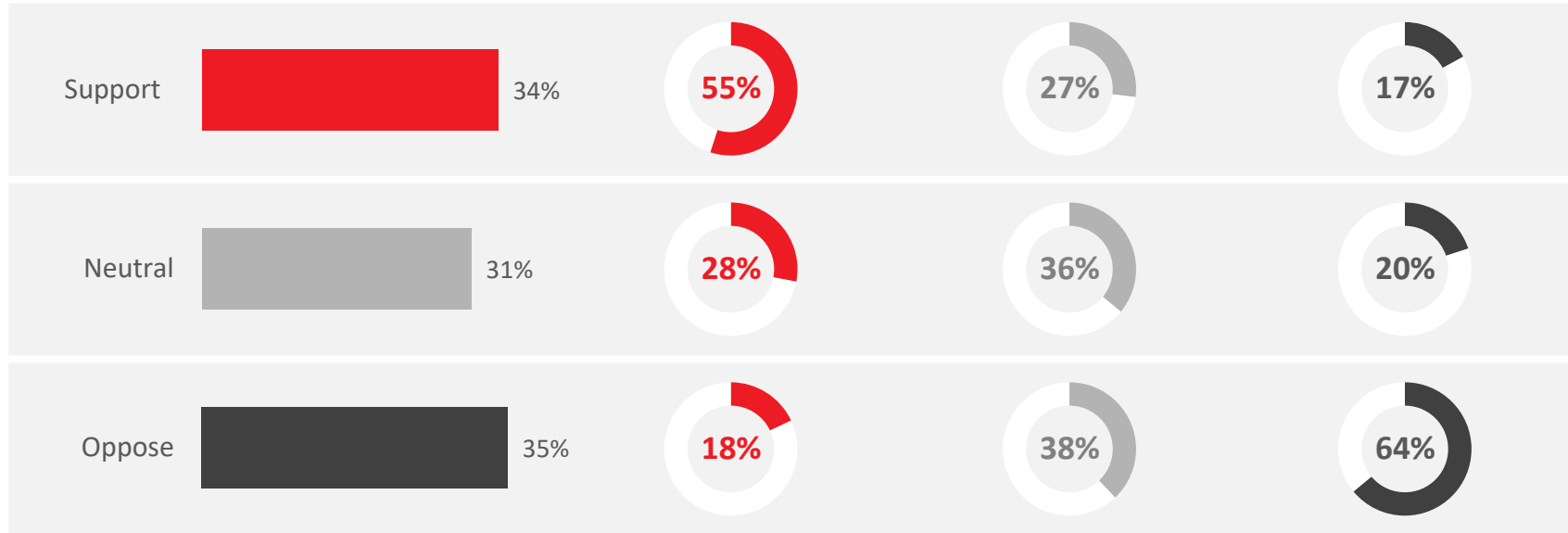


The 2030 Winter Olympic Games bid being led by First Nations reinforced BC resident's viewpoints; it amplified levels of support among those who originally indicated support for the bid and amplified opposition among those who originally indicated opposition of the bid.

MORE LIKELY TO SUPPORT

NO CHANGE

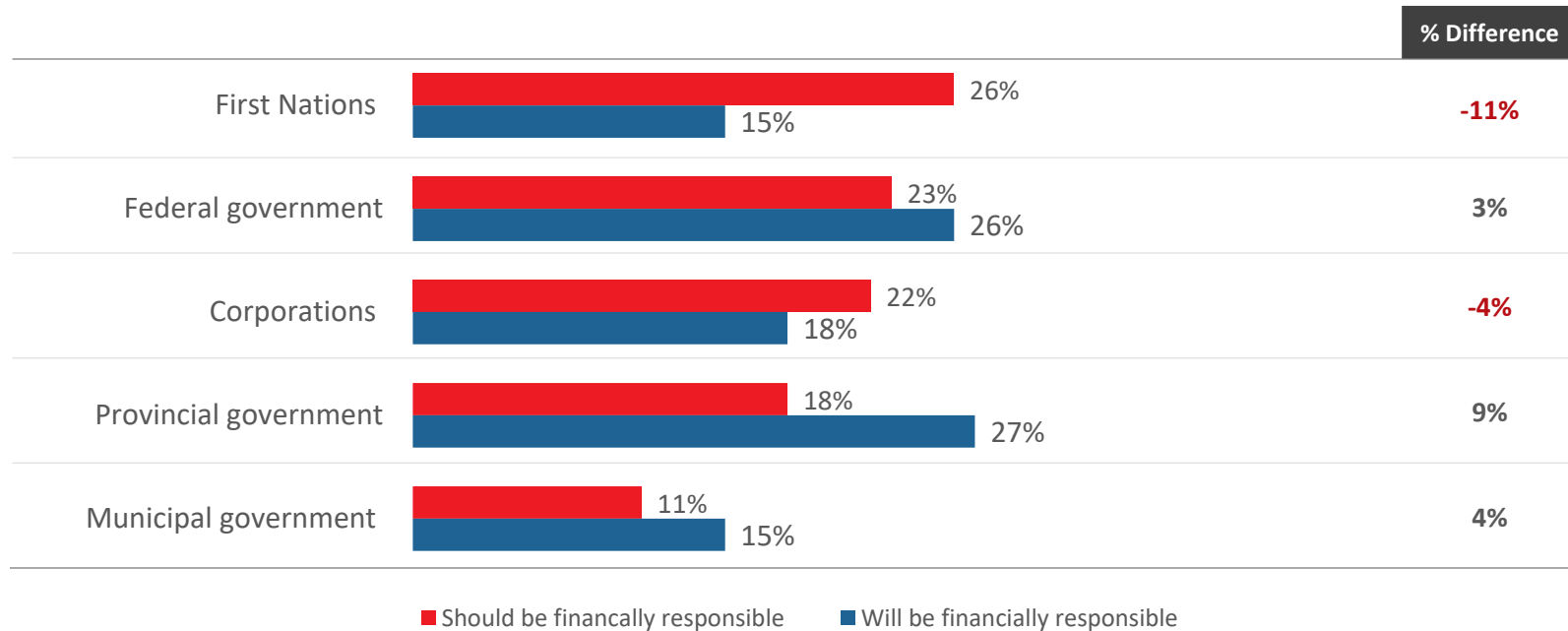
LESS LIKELY TO SUPPORT



Q3. Previously you indicated that you [INSERT Q1 ANSWER HERE] a Vancouver bid to host the 2030 Winter Olympic Games. Four B.C. First Nations are leading the efforts around the Olympic bid. This would be the first-ever Indigenous-led bid for an Olympic Games. Please indicate how this impacts your degree of support for the 2030 Winter Olympic Games being held in Vancouver.

Base, British Columbians (n=1,002).

When asked to allocate the cost for the 2030 Winter Olympic Games BC residents assigned most of the cost to the First Nations who are leading the bid. However, if the games were to go through, British Columbians think that First Nations would pay less than they should, and Provincial government would pay more.



Q4/Q5. Assuming the bid to host the 2030 Winter Olympic Games is successful, please indicate how financially responsible each of the following groups SHOULD BE/WILL BE when it comes to paying for the Olympics by assigning a percent out of 100 to each group.
 Base, British Columbians (n=1,002).

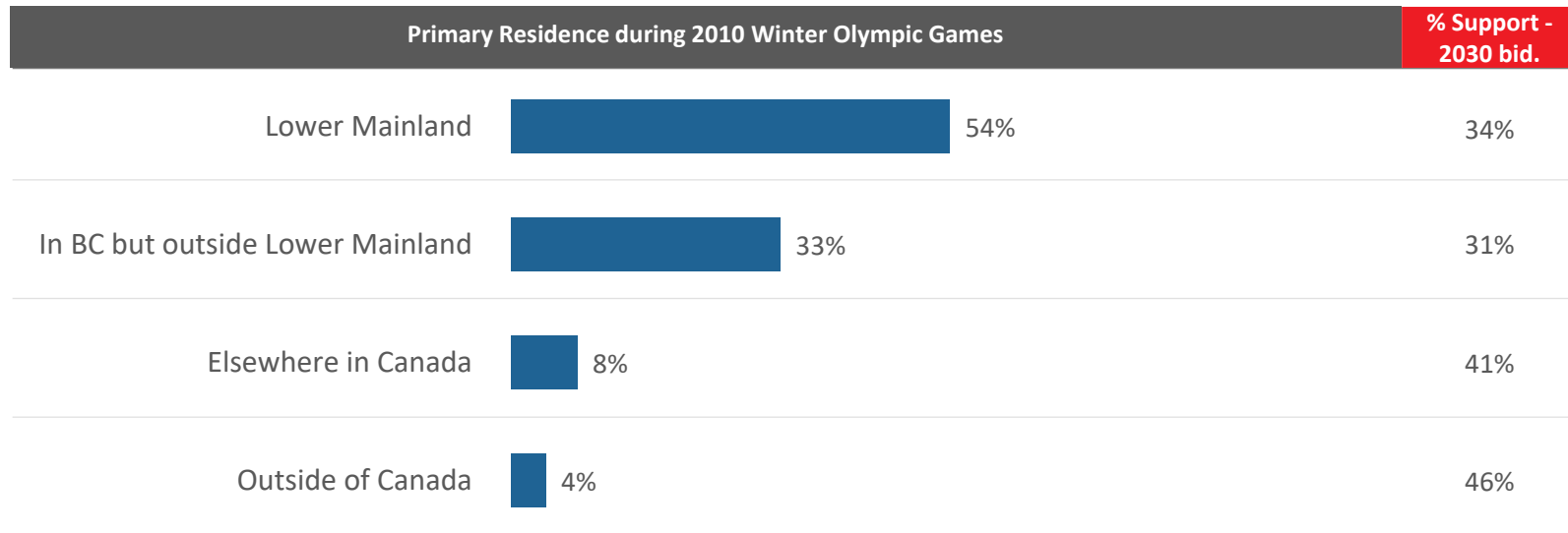
A majority of BC residents think that the Olympic Games would be a large financial investment, while about half think the games will give British Columbians something to look forward to and provide economic opportunities. Lower Mainland residents are more agreeable to the 2030 games' ability to improve Canada's relations with Indigenous communities.

		% Total Agree		Lower Mainland (n=534)	Rest of BC (n=468)
	Be a large financial investment		66%	62%	71%
	Give British Columbians something to look forward to		50%	52%	47%
	Create economic opportunities for British Columbians		49%	51%	47%
	Be a positive experience for those living in the Lower Mainland		45%	45%	-
	Benefit Indigenous communities		39%	42%	35%
	Improve Canada's international relations		36%	39%	33%
	Improve BC's overall infrastructure		35%	38%	32%
	Improve Canada's relationship with Indigenous communities		35%	40%	28%
	Help advance the process of reconciliation		30%	32%	28%
	Inspire British Columbians to live more active lifestyles		26%	29%	23%
	Inspire British Columbians to live healthier lifestyles		23%	23%	23%
	Improve housing affordability		13%	15%	11%
	Reduce homelessness		9%	10%	8%
	Help resolve the Opioid crisis		9%	9%	8%

Q6. Please indicate how much you agree or disagree with the following statements regarding how hosting the 2030 Winter Olympic Games will:
Base, British Columbians (n=1,002).

 Statistically significantly higher than other region

Support for the 2030 Winter Olympic Games in Vancouver trends higher among those who lived outside of BC, and outside of Canada during the 2010 games.



Where BC residents lived during the 2010 Winter Games has little effect on how they think the 2030 Winter Games will impact the province. However, BC residents who lived outside the country during 2010 are more likely to feel that the 2030 games will benefit Indigenous communities and improve Canada’s international relations.

	% Total Agree	Location during 2010 Winter Olympic Games			
		Lower Mainland (n=502)	Rest of BC (n=358)	Elsewhere in Canada (n=94*)	Outside of Canada (n=48*)
Be a large financial investment	66%	63%	70%	71%	62%
Give British Columbians something to look forward to	50%	50%	47%	56%	57%
Create economic opportunities for British Columbians	49%	49%	48%	55%	54%
Be a positive experience for those living in the Lower Mainland	45%	43%	58%	53%	55%
Benefit Indigenous communities	39%	40%	35%	41%	56%
Improve Canada’s international relations	36%	36%	32%	39%	55%
Improve BC’s overall infrastructure	35%	36%	32%	39%	47%
Improve Canada’s relationship with Indigenous communities	35%	37%	29%	36%	44%
Help advance the process of reconciliation	30%	30%	29%	29%	37%
Inspire British Columbians to live more active lifestyles	26%	27%	24%	28%	35%
Inspire British Columbians to live healthier lifestyles	23%	23%	21%	23%	30%
Improve housing affordability	13%	14%	12%	14%	11%
Reduce homelessness	9%	10%	8%	8%	8%
Help resolve the Opioid crisis	9%	9%	8%	11%	0%

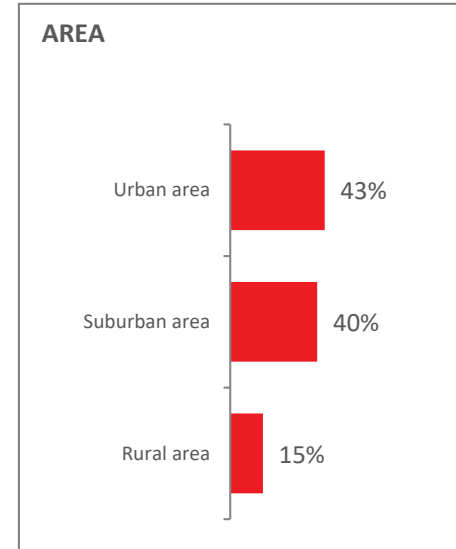
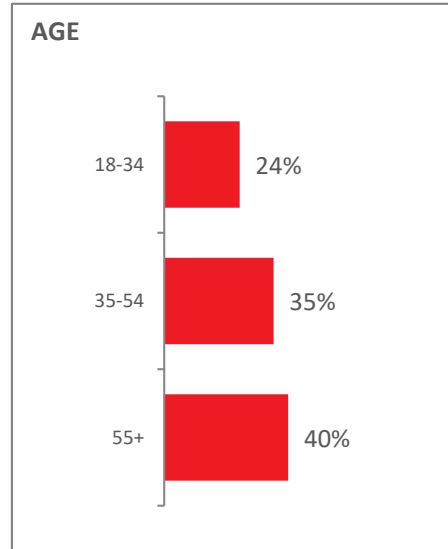
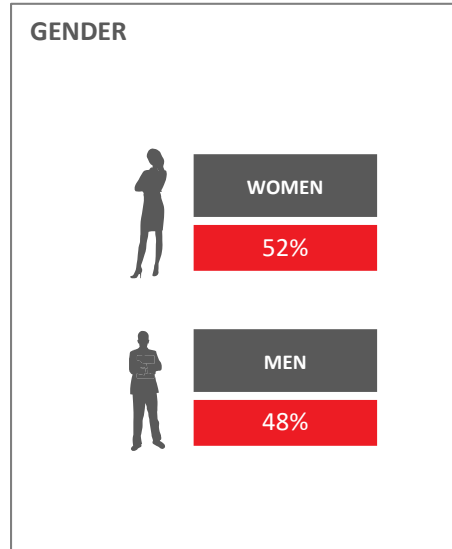
 Statistically significantly higher than other regions
 Statistically significantly lower than other regions

Q6. Please indicate how much you agree or disagree with the following statements regarding how hosting the 2030 Winter Olympic Games will:
 Base, British Columbians (n=1,002).

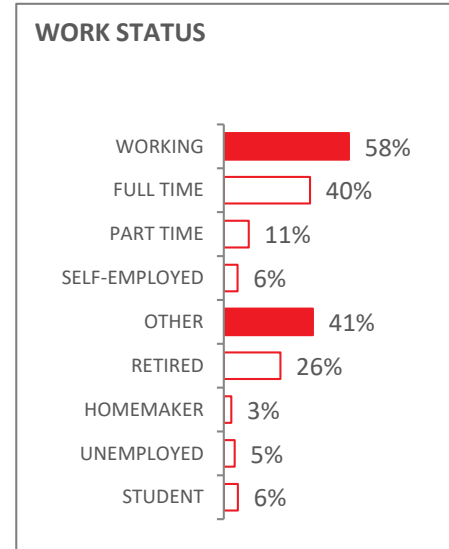
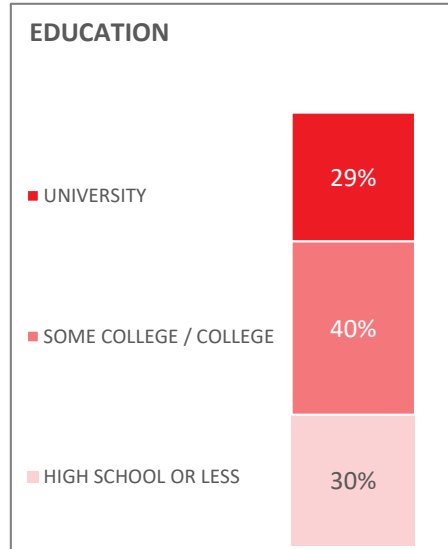
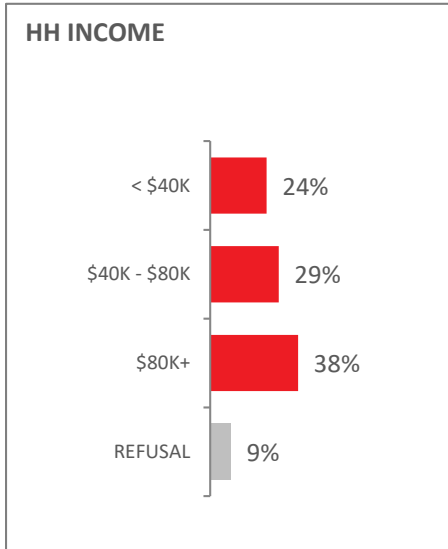


RESPONDENT PROFILE

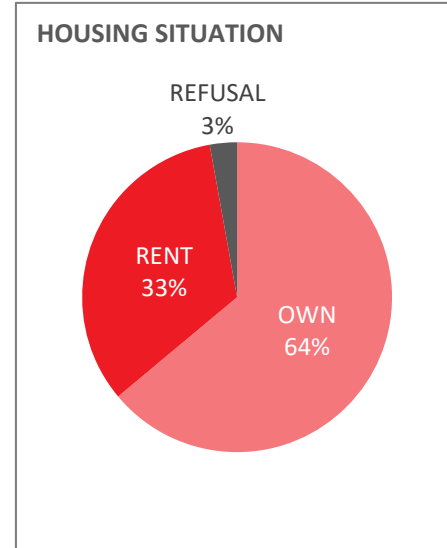
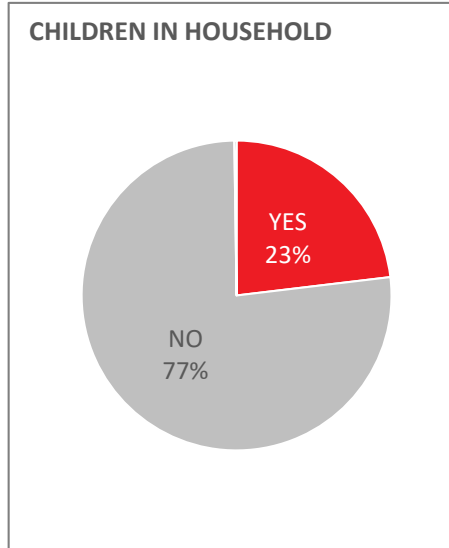
Respondent Profile



Respondent Profile



Respondent Profile



Respondent Location in 2010

	Lower Mainland	Rest of BC
Lower Mainland	90%	10%
Rest of BC	7%	93%
Elsewhere in Canada	36%	64%
Outside of Canada	60%	40%

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