

January 27, 2010

## Canadians See Benefit to Hosting Games, B.C. Residents Remain Skeptical

The latest Canadian Press/Harris Decima survey asked Canadians about the upcoming winter Olympics

According to Senior Vice-President Doug Anderson “Canadians remain fairly decidedly of the view that hosting the Winter Olympic has more benefits than drawbacks. Opinion in host province B.C. has long been divided on the net benefit and this data shows no real evidence that the atmosphere is improving.”

- **3-in-4 believes that the Olympics will have more benefits than drawbacks for Canada.** 74% of Canadians expressed this view, while 20% of respondents believe the Games will have more drawbacks than benefits for Canada. These numbers remain relatively unchanged over time. When Harris Decima and Canadian Press polled on this question in October, and before that in January 2009, 72% of respondents felt the Games would have more benefits than drawbacks.
- Today, the Olympics resonate most strongly in Quebec and Alberta, where 81% and 82% respectively believe the Olympics will bring more benefits than drawbacks to Canada. Opinion was slightly more muted in Atlantic Canada, where 62% felt there would be more benefits, and 31% more drawbacks. In BC, the home province to the Games, 52% foresaw more benefits, while 43% felt the Games would have more drawbacks. These numbers in BC, like the national numbers, remain relatively unchanged from the previous times Harris Decima and Canadian Press polled on the matter.

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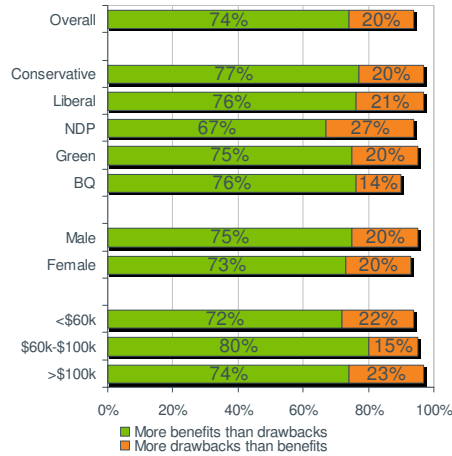
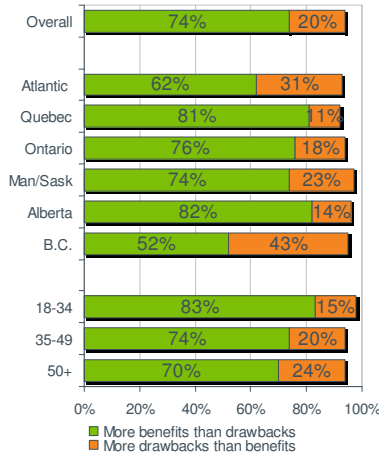
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## Vancouver Olympics

As you may know, Vancouver is hosting the Winter Olympics in 2010. Overall, do you think that for Canada hosting the Olympics has more benefits than drawbacks, or more drawbacks than benefits?



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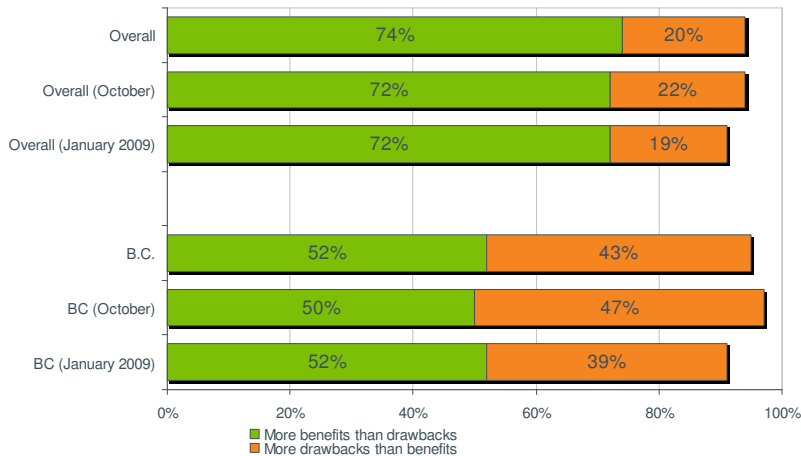
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- **Nationally, respondents express similar positive opinion in terms of the impact the Games will have on British Columbia. Fully 75% of Canadians**

believe the Olympics will bring more benefits than drawbacks, while 20% foresaw more drawbacks for BC. This represents a slightly more positive opinion than was expressed in October, when 70% of Canadians saw more benefits for BC.

- Opinion is once again more split in BC, where 52% saw more benefits than drawbacks for the province, while 47% saw more drawbacks. However, this is an improvement from October, when a majority (52%) saw more drawbacks than benefits for BC. Elsewhere in the country, opinion was relatively consistent with between 76% and 80% saying the Olympics would have more benefits than drawbacks for BC.

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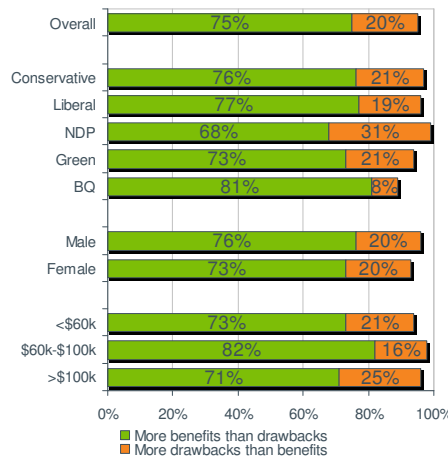
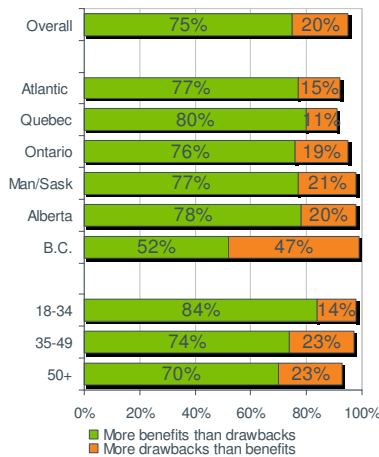
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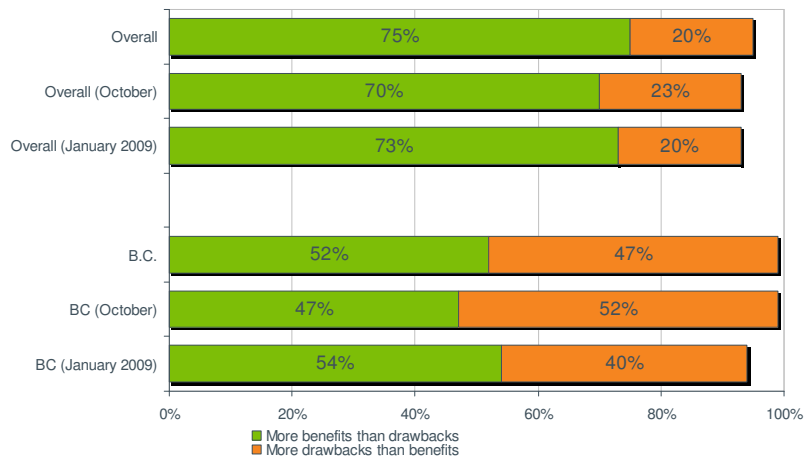
**Vancouver Olympics**

And for BC specifically, do you think that hosting the Olympics has more benefits than drawbacks, or more drawbacks than benefits?



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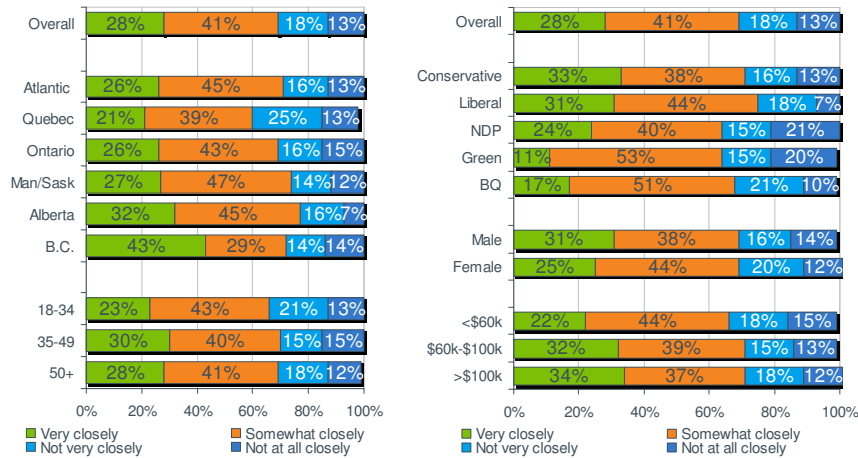
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- Almost 7 in 10 will be following the Olympic Games closely.** 69% of respondents will be following the games very (28%) or somewhat (41%) closely. 18% said they'd be following the Games 'not very closely', while a further 13% would not be following the games at all closely. The biggest fans of the Games include those in Atlantic Canada, and on the Prairies. 71% of Atlantic Canadians will be following the Olympics at least somewhat closely, while 74% of those in Manitoba and Saskatchewan, and 77% of Albertans answered in kind. In BC, 72% intend on following the games closely.

## How Closely Will Canadians Follow Olympics

How closely do you expect you will follow the Vancouver Winter Olympic games next month?



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Each week, Harris/Decima interviews just over 1000 Canadians through teleVox, the company's national telephone omnibus survey. These data were gathered between January 14 and January 17 2010. A sample of the same size has a margin of error of 3.1%, 19 times out of 20.

