

# Majority of Canadians support or somewhat support hosting another Olympic games; slight minority say athlete funding should remain the same as in the past

National survey released February, 2018  
Project 2018-1153B



  
NEWS

 NANOS SURVEY

# Summary

A majority of Canadians support or somewhat support pursuing efforts for Canada to host future Olympic games, and just under half say funding for Olympic and Paralympic athletes from federal and provincial governments should remain the same as it was in the past.

- **Nearly half of Canadians say government funding for Olympic and Paralympic athletes should remain unchanged** - When asked about whether Canadian Olympic and Paralympic athletes should receive more, less or about the same level of financial support from the federal and provincial governments than in the past, 48 per cent of Canadians say that they should receive about the same. One in three Canadians say that athletes should receive more funding (32%), while six per cent say they should receive less. Fourteen per cent are unsure.
- **Just under three in five Canadians support or somewhat support efforts to pursue hosting another Olympics** - When asked for their level of support regarding efforts to pursue hosting a future Olympic Games in Canada, given that hosting the Olympics is a very expensive for the host country but can also draw substantial world attention and tourism to the host country, a majority of Canadians say that they support (25%) or somewhat support (32%) this. Just under two in five Canadians oppose (22%) or somewhat oppose (17%) pursuing efforts to host another Olympics. Three per cent are unsure.

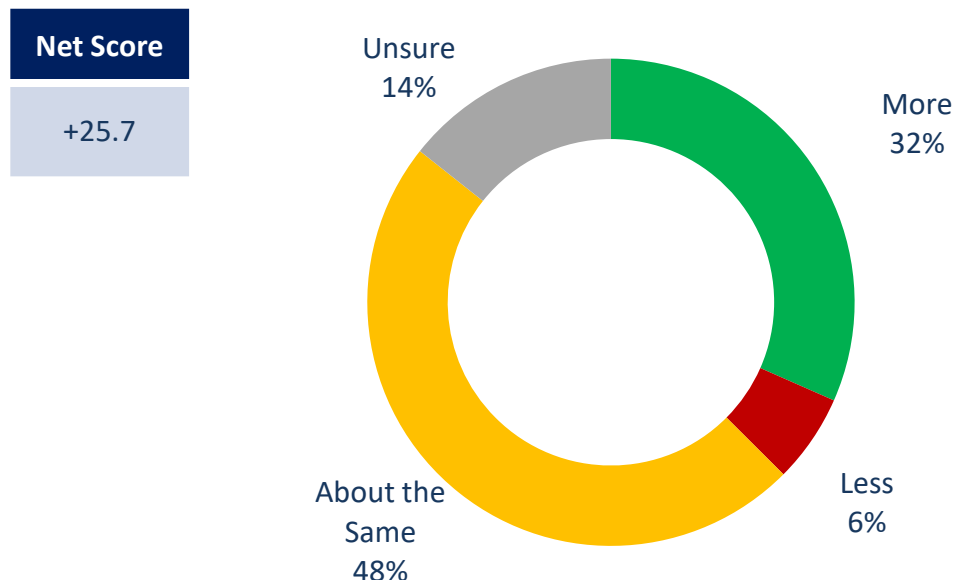
These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between January 28<sup>th</sup> and February 1<sup>st</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.



# Financial support for Olympic and Paralympic athletes

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 28<sup>th</sup> to February 1<sup>st</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



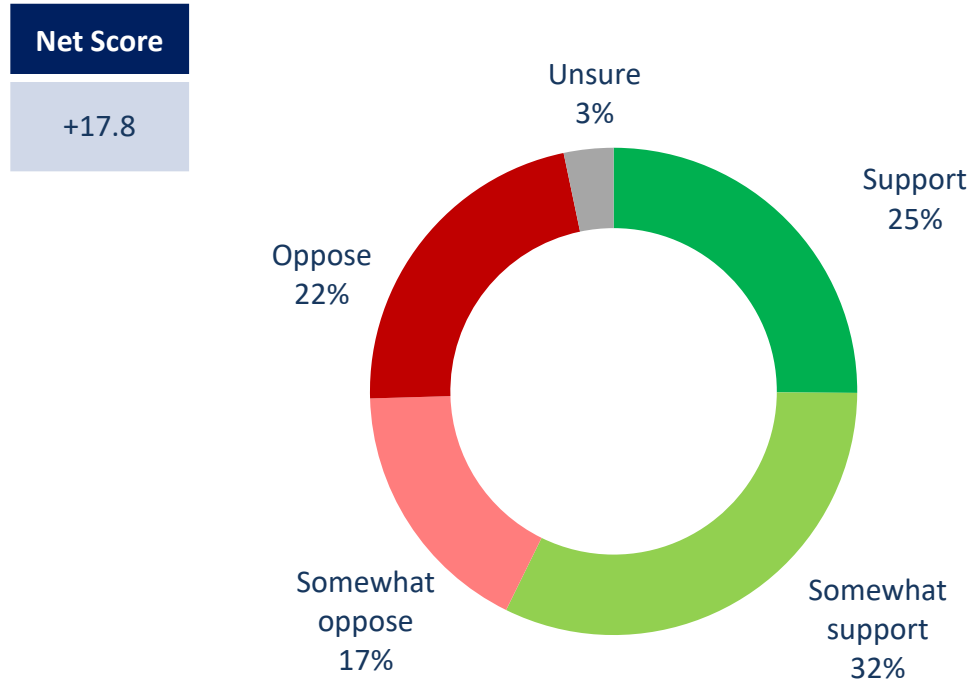
Subgroups	About the same
Atlantic (n=100)	51.6%
Quebec (n=250)	47.9%
Ontario (n=300)	44.7%
Prairies (n=200)	54.6%
British Columbia (n=150)	44.8%
Male (n=496)	46.0%
Female (n=504)	50.2%
18 to 34 (n=221)	47.2%
35 to 54 (n=365)	45.9%
55 plus (n=414)	50.8%

**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Should Canadian Olympic and Paralympic athletes receive more, less or about the same level of financial support from the federal and provincial governments than in the past?

# Hosting Olympic Games in Canada

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 28<sup>th</sup> to February 1<sup>st</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	57.5%
Quebec (n=250)	47.2%
Ontario (n=300)	58.0%
Prairies (n=200)	68.1%
British Columbia (n=150)	58.1%
Male (n=496)	52.2%
Female (n=504)	62.1%
18 to 34 (n=221)	62.9%
35 to 54 (n=365)	58.0%
55 plus (n=414)	52.8%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Hosting the Olympics is a very expensive for the host country but can also draw substantial world attention and tourism to the host country. Would you support, somewhat support, somewhat oppose or oppose efforts to pursue hosting a future Olympic Games in Canada?

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between January 28<sup>th</sup> and February 1<sup>st</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

# Technical Note

Element	Description
Organization who commissioned the research	CTV
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	January 28 <sup>th</sup> and February 1 <sup>st</sup> , 2018.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module two of an omnibus survey. The preceding module related to top issues of national concern.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



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# Tabulations





## 2017- 1153 B – CTV/Nanos Survey – January Olympics - STAT SHEET

			Region						Gender		Age		
			Canada 2018-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Should Canadian Olympic and Paralympic athletes receive more, less or about the same level of financial support from the federal and provincial governments than in the past?	Total	Unwgt N	1000	100	250	300	200	150	496	504	221	365	414
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	More	%	31.6	25.1	36.7	33.0	24.0	34.7	33.6	29.7	29.0	36.9	28.8
	Less	%	5.9	6.7	3.7	7.3	5.4	6.8	8.2	3.6	7.0	5.0	5.9
	About the same	%	48.2	51.6	47.9	44.7	54.6	44.8	46.0	50.2	47.2	45.9	50.8
	Unsure	%	14.3	16.6	11.6	15.0	16.1	13.7	12.2	16.4	16.8	12.2	14.5

			Region						Gender		Age		
			Canada 2018-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question 3 – Hosting the Olympics is a very expensive for the host country but can also draw substantial world attention and tourism to the host country. Would you support, somewhat support, somewhat oppose or oppose efforts to pursue hosting a future Olympic Games in Canada?	Total	Unwgt N	1000	100	250	300	200	150	496	504	221	365	414
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	25.1	27.4	16.2	25.4	37.0	22.0	22.9	27.2	32.9	24.7	20.1
	Somewhat support	%	32.2	30.1	31.0	32.6	31.1	36.1	29.3	34.9	30.0	33.3	32.7
	Somewhat oppose	%	17.3	14.0	25.8	12.4	13.8	19.7	19.2	15.4	14.3	18.9	17.9
	Oppose	%	22.2	26.3	23.7	26.6	14.7	17.8	26.3	18.2	18.5	20.7	26.0
	Unsure	%	3.3	2.3	3.2	3.1	3.4	4.4	2.3	4.3	4.4	2.5	3.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, January 28<sup>th</sup> and February 1<sup>st</sup>, 2018. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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