

Canadians and the Olympic Summer Games



Report



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1. Study Highlights

- More than three-quarters (79%) of Canadians will watch the 2004 Olympic Games in Athens.

Question: *As you may already know, the Olympic Games in Athens will take place from August 13 to August 29, 2004. Will you watch televised coverage of the games regularly, somewhat regularly, not often or not at all?*

N=1500	Regularly	Somewhat regularly	Not often	Not at all	DNK / Refusal
Canada	21%	35%	24%	20%	1%

- Canadians have more of a passion for the sport than for the athletes.

Question: *Would you say you are more interested in a particular sport or more interested in the performance of your favourite athletes?*

N=1191	A particular sport	Performance of favourite athletes	DNK / Refusal
Canada	59%	31%	10%

- Men will watch more athletics (track and field) and women will watch aquatics (swimming events.)

Question: *Which summer sport do you like to follow the most during the Olympic Games?*

N=1191	Athletics	Aquatics	Gymnastics	Other	None in particular	DNK / Refusal
Men	33%	12%	2%	31%	21%	1%
Women	18%	27%	12%	20%	20%	3%
Canada	25%	20%	7%	25%	21%	2%

- The majority of Canadians are proud of their Olympic athletes.

Question: *As a Canadian, do you believe that the Olympic performances of our athletes are a source of pride, yes or no?*

N=1500	Yes	No	DNK / Refusal
Canada	89%	9%	2%

- Canadians are divided when it comes to the method governments should adopt to finance amateur sports.

Question: *In your opinion, should governments give more money directly to elite amateur athletes, even if this means reducing subsidies paid to amateur sports federations, or NOT?*

N=1500	Yes	No	DNK / Refusal
Canada	44%	41%	15%

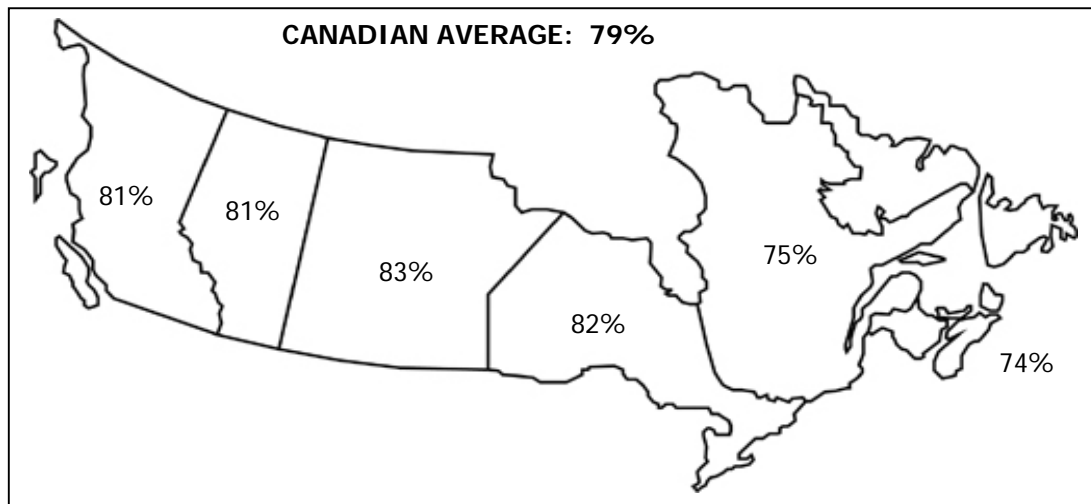
2. Results

2.1 More than three-quarters of Canadians will watch the Olympic Games in Athens

A total of 79% of Canadians will have their eyes glued to the TV during the live television broadcast of the Olympic Games in Athens this summer. A fifth (21%) of respondents will follow coverage regularly, a third (35%) somewhat regularly, and a quarter (24%) not often.

Televised coverage of the Games will be watched in particular by Canadians between 45 and 54 years of age (86%), Anglophones (83%), those with a gross annual household income of \$80,000 or more (87%), employees of the service sector and sales, and office workers (85%), professionals (84%) as well as Canadians with a university education (85%).

Proportion of Canadians who will watch televised coverage of the Olympic Games in Athens



On the other hand, a fifth (20%) of Canadians show no interest in the Olympic Games in Athens.

The lack of interest in televised coverage of the Games is mostly apparent among Francophones (26%), residents of Quebec (25%), people with a low income (33%), homemakers (29%) or the unemployed (33%) as well as Canadians who have an elementary (44%) or high school (23%) education.

Question: *As you may already know, the Olympic Games in Athens will take place from August 13 to August 29, 2004. Will you watch televised coverage of the games regularly, somewhat regularly, not often or not at all?*

N=1500	Regularly	Somewhat regularly	Not often	Not at all	DNK / Refusal
Atlantic Provinces	21%	27%	26%	26%	-
Quebec	23%	25%	27%	25%	-
Ontario	18%	40%	23%	18%	1%
Prairies	19%	39%	25%	16%	0%
Alberta	23%	37%	21%	19%	-
British Columbia	21%	36%	23%	18%	2%
Canada	21%	35%	24%	20%	1%

2.2 Canadians have more of a passion for the sport than for the athletes

More than half (59%) of Canadians who will follow televised coverage of the Olympic Games in Athens are interested in a particular sport as opposed to 31% who are more interested in the performance of their favourite athletes.

Interest in a particular sport is found mainly among Anglophones (63%), residents of Ontario (65%), Canadians with a gross annual household income of \$80 000 or more (67%), professionals (65%) and people with a university education (65%).

The performance of favourite athletes mainly captures the attention of Francophones (51%), residents of Quebec (51%), Canadians with a gross annual household income between \$20 000 and \$39 999 (39%), homemakers (44%) or retired people (39%) as well as Canadians with a high school education (37%).

Question: *Would you say you are more interested in a particular sport or more interested in the performance of your favourite athletes?*

N=1191	A particular sport	Performance of favourite athletes	DNK / Refusal
Atlantic Provinces	55%	33%	12%
Quebec	42%	51%	8%
Ontario	65%	25%	10%
Prairies	67%	24%	9%
Alberta	60%	29%	11%
British Columbia	66%	24%	10%
Canada	59%	31%	10%

2.3 Athletics for men and aquatics for women

Athletics (25%) and aquatics (20%) are the two Olympic summer sports that will attract the biggest viewing audience. With 7% of the responses, gymnastics is the third favourite Olympic sport for Canadians who will watch televised coverage of the Games this summer.

Though men mainly favour athletics (33%), women, for their part, prefer aquatics (27%) and gymnastics (12%).

Question: *Which summer sport do you like to follow the most during the Olympic Games?*

N=1191	Total	Men	Women
Athletics	25%	33%	18%
Aquatics	20%	12%	27%
Gymnastics	7%	2%	12%
Soccer	4%	4%	3%
Tennis	2%	2%	2%
Hockey	2%	2%	1%
Volleyball	2%	2%	1%
Basketball	1%	2%	0%
Cycling	1%	2%	1%
Boxing	1%	2%	-
Softball	1%	2%	1%
Triathlon	1%	1%	1%
Rowing	1%	1%	1%
Canoe-kayak	1%	1%	0%
Other	8%	9%	7%
No particular sport	21%	21%	20%
Don't know/refusal	2%	1%	3%

2.4 The majority of Canadians are proud of their Olympic athletes

The performance of Canada's Olympic athletes is a source of pride for 89% of the population.

Women (93%), Anglophones (91%) as well as employees from the service sector and sales, or office workers (93%) are more likely to feel proud about the Olympic performance of Canadian athletes.

Question: *As a Canadian, do you believe that the Olympic performances of our athletes are a source of pride, yes or no?*

N=1500	Yes	No	DNK / Refusal
Atlantic Provinces	90%	7%	4%
Quebec	88%	10%	2%
Ontario	90%	8%	3%
Prairies	93%	5%	2%
Alberta	91%	8%	1%
British Columbia	86%	12%	3%
Canada	89%	9%	2%

2.5 Canadians are divided when it comes to the method governments should adopt to finance amateur sports

More than four in ten Canadians (44%) prefer direct payment of government funds to elite amateur athletes at the expense of subsidizing amateur sport federations, whereas an equal proportion of Canadians (41%) oppose this method of financing.

Increasing direct funding to athletes at the expense of amateur sport federations is particularly favourable among men (48%), Francophones (54%), residents of Quebec (56%), retired people (49%) and Canadians with a high school education (48%).

Rejection of this plan is mainly be observed among Canadians between 18 to 24 years of age (53%), Anglophones (44%), people whose gross annual household income is \$80 000 or more (46%) and Canadians with a College education (45%).

Question: In your opinion, should governments give more money directly to elite amateur athletes, even if this means reducing subsidies paid to amateur sports federations, or not?

N=1500	Yes	No	DNK / Refusal
Atlantic Provinces	45%	37%	18%
Quebec	56%	32%	11%
Ontario	41%	43%	16%
Prairies	30%	44%	25%
Alberta	43%	48%	10%
British Columbia	37%	43%	20%
Canada	44%	41%	15%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between July 6 and July 11, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.6 , 19 times out of 20.