

Poll conducted by Research Co. on the Olympics in Canada - September 10, 2021

We have some questions about the Olympics. Did you watch any television coverage of the most recent Summer Olympics, which were held in Tokyo earlier this year?



	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME				
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50K	\$50-100K	\$100K+
Yes, I did	58%	59%	56%	62%	56%	58%	61%	51%	53%	60%	58%	53%	53%	60%	64%
No, I did not	42%	41%	44%	38%	44%	42%	39%	49%	47%	40%	42%	47%	47%	40%	36%

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To those who watched - Compared to past editions of the Summer Olympics, how much television coverage did you watch this year?



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	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50K	\$50-100K	\$100K+
More than in past Summer Olympics	21%	21%	21%	33%	19%	18%	18%	15%	19%	19%	23%	34%	20%	22%	20%
About the same as in past Summer Olympics	40%	37%	42%	42%	47%	34%	41%	40%	34%	38%	42%	39%	41%	35%	50%
Less than in past Summer Olympics	38%	42%	34%	24%	32%	46%	41%	42%	43%	40%	34%	27%	37%	41%	30%
Not sure	2%	1%	3%	1%	2%	2%	1%	3%	3%	3%	1%	0%	2%	2%	0%

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To those who watched - During the Tokyo Summer Olympics, how much coverage did you watch through each one of the following methods?



	Canada	GENDER		AGE			REGION					ANNUAL HOUSEHOLD INCOME			
		Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50K	\$50-100K	\$100K+
Live on broadcast television (CBC, TSN, SportsNet)	52%	51%	53%	38%	48%	58%	45%	49%	55%	55%	50%	56%	58%	50%	47%
Tape delayed on broadcast television (CBC, TSN, SportsNet)	24%	26%	22%	23%	23%	25%	31%	26%	22%	21%	24%	20%	20%	24%	27%
Live through web streaming (CBC.ca, CBC Sports App)	12%	12%	13%	22%	16%	7%	14%	14%	10%	10%	14%	13%	10%	13%	15%
Tape delayed through web streaming (CBC.ca, CBC Sports App)	12%	11%	13%	17%	13%	10%	11%	12%	12%	13%	12%	12%	11%	13%	11%

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As you may know, the 2022 Winter Olympics will be held in Beijing, China, in February of next year. Over the past few months, there have been calls for athletes and Olympic Committees around the world to boycott the 2022 Winter Olympics over China's human rights record. From what you have seen, read or heard, do you think Canada should boycott the 2022 Winter Olympics?



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	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50K	\$50-100K	\$100K+
Definitely should	31%	36%	25%	23%	23%	38%	39%	25%	31%	27%	31%	37%	30%	32%	32%
Probably should	25%	25%	25%	37%	26%	22%	20%	36%	26%	30%	21%	16%	23%	28%	23%
Probably should not	15%	13%	16%	17%	16%	13%	14%	17%	14%	13%	18%	10%	14%	14%	18%
Definitely should not	12%	15%	9%	8%	13%	13%	9%	8%	7%	13%	15%	15%	13%	11%	15%
Not sure	17%	11%	24%	17%	22%	14%	18%	14%	23%	17%	15%	22%	19%	16%	12%