



PRESS RELEASE | Canada

#### **Methodology:**

Results are based on an online study conducted from December 4 to December 6, 2021, among a representative sample of 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, 19 times out of 20.

**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?**

Should – 56% (=)  
Should not – 23% (-4)  
Not sure – 21% (+4)

#### **Canadians Continue to Back Boycott of Beijing 2022 Winter Games**

*Two thirds of Canadians (68%) say they refrain from buying products made in China at least some of the time.*

Vancouver, BC [December 9, 2021] – More than half of Canadians think the country's athletes should avoid taking part in the next edition of the Winter Olympics, a new Research Co. poll has found.

In the online survey of a representative national sample, 56% of Canadians think Canada should boycott the 2022 Winter Olympics in Beijing over China's human rights record.

The level of support for a boycott of the 2022 Winter Olympics is exactly the same as it was in a survey conducted by Research Co. in [August 2021](#).

"The idea of a Canadian boycott of the Beijing Winter Olympics is more attractive in Ontario (60%), British Columbia (59%) and Quebec (56%)," says Mario Canseco, President of Research Co. "The numbers are lower in Saskatchewan and Manitoba (51%), Atlantic Canada (50%) and Alberta (49%)."

Similar proportions of Canadians who voted for the Liberal Party (61%), the Conservative Party (59%) and the New Democratic Party (NDP) (58%) in this year's federal election are in favour of a boycott of the 2022 Winter Olympics.

Seven-in-ten Canadians (70%) are worried about the health and safety of Canadian athletes who participate in the Beijing Winter Olympics, and 45% say they will make a conscious effort to refrain from watching the games.

Almost three-in-four Canadians (74%) believe athletes who want to protest China's human rights record during the 2022 Winter Olympics should be able to do so, and a slightly smaller proportion (71%) think the International Olympic Committee (IOC) should not punish those who actually speak out.

Across the country, 52% of Canadians claim to check labels "all the time" or "most of the time" to see where the products they buy for the home or family were manufactured.

More than three-in-five Canadians say they never refrain from buying products made in Europe (68%), the United States (62%) and Mexico (56%), while just under half follow the same course of action for goods manufactured in Russia (49%) and India (48%).



Only 32% of Canadians say they never refrain from buying products manufactured in China, with two thirds of residents (68%) saying they avoid purchasing Chinese goods “all the time” (15%), “most of the time” (20%) or “some of the time” (33%).

Women (70%), British Columbians (71%) and Canadians aged 55 and over (75%) are more likely to avoid acquiring products manufactured in China at least “some of the time.”

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**About Research Co.**

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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