

Sample size	Total	Region						Gender		Age			Income			Education		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	1514	242	151	100	560	374	107	740	431	431	568	515	515	522	283	537	479	308

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received. *Indicates small sample size

O1. Thinking back to the last few Winter Olympics, Sochi in 2014 and Vancouver in 2010, how closely did you follow those games?Sochi 2014

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		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
I was very interested and followed closely	55%	55%	45%	52%	58%	57%	49%	59%	51%	54%	53%	49%	49%	58%	60%	50%	56%	61%
I was interested, tuned in from time to time and followed headlines	16%	17%	12%	16%	16%	18%	13%	18%	14%	19%	15%	15%	15%	16%	20%	13%	17%	18%
I was not that interested, didn't pay close attention	29%	26%	33%	29%	22%	25%	32%	21%	26%	28%	22%	32%	32%	22%	22%	36%	27%	28%
I was not that interested, didn't pay close attention	21%	26%	28%	22%	26%	17%	29%	21%	19%	22%	22%	22%	22%	18%	30%	23%	29%	29%
Bottom 2 Box (Net)	45%	45%	55%	48%	42%	43%	54%	41%	45%	46%	47%	43%	51%	42%	40%	50%	44%	39%

O1. Thinking back to the last few Winter Olympics, Sochi in 2014 and Vancouver in 2010, how closely did you follow those games?Vancouver 2010

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I was very interested and followed closely	63%	77%	56%	58%	66%	61%	52%	68%	59%	65%	61%	65%	58%	66%	70%	58%	64%	72%
I was interested, tuned in from time to time and followed headlines	28%	43%	26%	22%	29%	23%	19%	32%	24%	31%	25%	28%	24%	30%	30%	21%	30%	35%
I was not that interested, didn't pay close attention	10%	11%	23%	17%	15%	16%	22%	16%	17%	19%	17%	17%	17%	16%	13%	19%	19%	15%
I was not that interested, didn't pay close attention	30%	15%	21%	20%	19%	24%	26%	19%	24%	23%	18%	25%	17%	17%	27%	17%	14%	16%
Bottom 2 Box (Net)	37%	23%	44%	42%	34%	39%	48%	32%	41%	39%	35%	42%	34%	34%	42%	36%	28%	28%

O2. Thinking about the upcoming Olympic games in Pyeongchang, how interested are you?

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		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
Very interested, planning to follow closely	58%	59%	49%	59%	59%	62%	48%	61%	55%	59%	62%	55%	55%	61%	61%	54%	60%	66%
Interested, will tune in from time to time and follow headlines	42%	41%	37%	43%	44%	45%	38%	45%	40%	38%	41%	47%	41%	44%	42%	41%	44%	43%
Not that interested, won't be paying close attention	22%	24%	28%	17%	22%	19%	18%	22%	21%	24%	22%	19%	20%	22%	20%	19%	23%	24%
Not interested at all	20%	15%	21%	20%	19%	24%	26%	19%	24%	23%	18%	25%	17%	17%	19%	27%	17%	16%
Bottom 2 Box (Net)	42%	41%	51%	42%	41%	38%	52%	39%	45%	45%	38%	45%	39%	39%	39%	46%	40%	40%

O3. As you may know, the NHL chose not to allow its players to participate in this year's Olympic games. The NHL stated concerns over the costs, scheduling difficulty, and potential injuries to players, as its main cause for non-participation. How does this decision affect your likelihood to follow the hockey tournament in Pyeongchang?

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I will still watch with the same level of interest	25%	25%	23%	31%	31%	18%	23%	26%	25%	22%	28%	25%	23%	27%	22%	25%	27%	24%
I will still watch, but I won't care as much	38%	39%	35%	30%	25%	31%	27%	35%	31%	31%	30%	27%	26%	30%	31%	24%	26%	31%
I'm not going to watch at all anymore	11%	12%	8%	5%	10%	14%	7%	13%	8%	12%	10%	10%	11%	10%	10%	11%	11%	11%
I wasn't going to watch anyway	36%	34%	43%	37%	33%	37%	43%	29%	46%	34%	37%	38%	40%	32%	31%	40%	33%	34%

O4. There have been criticisms of the International Olympic Committee and its demands of nations wishing to host future games. Some say the games are too expensive and don't offer enough of a return on the investment for the exorbitant costs required to host, while others say they are a unique opportunity to invest in projects and bring worldwide attention to a city or region, which will net a positive return. Which statement would you say is closest to your opinion?The Summer Olympics

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		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
Are a worthwhile investment for the host country	48%	52%	46%	53%	52%	42%	58%	42%	57%	57%	50%	42%	51%	49%	45%	49%	49%	59%
Are not a worthwhile investment for the host country	51%	48%	54%	47%	48%	58%	42%	58%	43%	43%	50%	58%	49%	51%	55%	51%	51%	59%

O4. There have been criticisms of the International Olympic Committee and its demands of nations wishing to host future games. Some say the games are too expensive and don't offer enough of a return on the investment for the exorbitant costs required to host, while others say they are a unique opportunity to invest in projects and bring worldwide attention to a city or region, which will net a positive return. Which statement would you say is closest to your opinion?The Winter Olympics

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		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
Are a worthwhile investment for the host country	50%	56%	48%	59%	50%	40%	64%	44%	55%	58%	49%	44%	51%	48%	47%	49%	49%	51%
Are not a worthwhile investment for the host country	50%	44%	52%	41%	50%	60%	36%	56%	45%	42%	51%	56%	49%	52%	53%	51%	51%	49%