

Olympic Expectations: How Optimistic are Canadians about the country's medal performance?

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Introduction and Methodology

The 2024 Summer Olympic Games (XXIII Olympiad) officially branded Paris 2024, will officially commence on July 26 and run to August 11 2024 (with some competitions starting on July 24). According to a Leger survey for the Association for Canadian Studies conducted July 12-15, 2024 , most Canadians have high expectations for the performance of Canadian athletes with the expectation that we'll surpass our medal count from the 2020 Olympic games in Tokyo where team Canada finished 11th overall with 24 medals -the country's second best total all-time at a Summer Games. The seven gold medals matched the number won at Barcelona in 1992 and is also Canada's second most ever at one Olympic Summer Games. Eighteen of Canada's medals (75 per cent of the total) were won in women's events with the only men's medals coming in athletics. Some 1784 respondents were surveyed by Leger for the ACS from July 12-15, 2024 and while a margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes, A probability sample of 1784 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20

Survey Highlights

- Most Canadians see the country as amongst the top ten in the world when it comes to international sports**
- Most Canadians expect the country to rank in the top 10 medal winners in the world at the summer Olympics in Paris**
- Canadians divided when asked to choose between summer and winter Olympics**
- Most Canadians think how well you perform matters more than whether you win or lose**

Most Canadians see the country as amongst the top ten in the world when it comes to international sports

When it comes to international competitions, Canada is one of the top 10 countries in the world. - To what extent do you agree with the following statements?	Total	Male	Female	Between n 18 and 24	Between n 25 and 34	Between n 35 and 44	Between n 45 and 54	Between n 55 and 64	65+
NET AGREE	50%	49%	51%	51%	50%	49%	59%	42%	51%
Strongly agree	12%	12%	12%	16%	13%	14%	15%	11%	7%
Somewhat agree	38%	37%	39%	35%	37%	35%	44%	32%	44%
NET DISAGREE	30%	36%	25%	25%	28%	33%	23%	40%	30%
Somewhat disagree	23%	25%	21%	24%	21%	25%	14%	32%	23%
Strongly disagree	7%	11%	4%	1%	8%	8%	10%	8%	7%
I don't know / I prefer not to answer	20%	15%	24%	25%	22%	19%	18%	18%	19%

Most Canadians expect the country to rank in the top 10 medal winners in the world at the summer Olympics in Paris

I expect Canada to rank in the top 10 medal winners in the world at the summer Olympics in Paris. - To what extent do you agree with the following statements?	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65+
NET AGREE	49%	48%	50%	59%	48%	42%	57%	44%	49%
Strongly agree	12%	12%	12%	14%	13%	13%	15%	13%	7%
Somewhat agree	37%	35%	38%	45%	34%	29%	41%	31%	42%
NET DISAGREE	31%	36%	26%	20%	30%	36%	27%	36%	31%
Somewhat disagree	23%	26%	21%	16%	20%	24%	19%	29%	26%
Strongly disagree	8%	10%	6%	4%	10%	12%	8%	7%	5%
I don't know / I prefer not to answer	20%	16%	24%	22%	22%	22%	16%	20%	20%

Canadians divided when asked to choose between summer and winter Olympics

I prefer the summer Olympics over the winter Olympics. - To what extent do you agree with the following statements?	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65+
NET AGREE	38%	41%	35%	42%	40%	42%	38%	34%	34%
Strongly agree	12%	14%	11%	16%	16%	16%	12%	10%	8%
Somewhat agree	25%	27%	24%	26%	24%	27%	25%	24%	26%
NET DISAGREE	38%	40%	36%	23%	39%	38%	42%	38%	41%
Somewhat disagree	28%	28%	28%	18%	28%	25%	31%	27%	32%
Strongly disagree	10%	12%	8%	5%	11%	13%	11%	11%	9%
I don't know / I prefer not to answer	24%	19%	29%	35%	21%	20%	20%	28%	25%

Most Canadians think how well you perform matters more than whether you win or lose

When it comes to sports, it's how well you perform that is most important, and not whether you win or lose. - To what extent do you agree with the following statements	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	65+
NET AGREE	68%	63%	73%	75%	64%	65%	66%	65%	75%
Strongly agree	25%	22%	27%	34%	23%	21%	22%	21%	30%
Somewhat agree	44%	41%	46%	41%	42%	44%	45%	44%	45%
NET DISAGREE	22%	28%	16%	14%	22%	23%	26%	25%	21%
Somewhat disagree	17%	22%	13%	10%	17%	17%	21%	18%	17%
Strongly disagree	5%	7%	4%	4%	5%	6%	5%	7%	4%
I don't know / I prefer not to answer	9%	9%	10%	11%	14%	12%	8%	10%	4%

Visible Minority Canadians prefer summer over winter olympics

	I prefer the summer Olympics over the winter Olympics. - To what extent do you agree with the following statements?	
	Non- White	White
Strongly agree	21.0%	10.0%
Somewhat agree	31.1%	23.9%
Somewhat disagree	18.4%	30.3%
Strongly disagree	6.1%	11.4%
I don't know / I prefer not to answer	23.4%	24.4%
Total	100.0%	100.0%

West prefers winter over summer olympics while east prefers summer over winter olympics

I prefer the summer Olympics over the winter Olympics. - To what extent do you agree with the following statements?	British Columbia	Alberta	Prairies	Ontario	Quebec	Maritimes
Total Agree	37%	29.9%	23.5%	40.8%	41.3%	36.3%
Strongly agree	7.1%	12.4%	6.1%	13.9%	15.2%	10.7%
Somewhat agree	29.9%	17.5%	17.4%	26.9%	26.1%	25.6%
Total Disagree	39%	49.5%	45.2%	32%	39.1%	42.1%
Somewhat disagree	24.9%	37.1%	33.0%	23.1%	29.0%	35.5%
Strongly disagree	14.1%	12.4%	12.2%	8.9%	10.1%	6.6%
I don't know / I prefer not to answer	24.1%	20.6%	31.3%	27.3%	19.6%	21.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Canadians whose first language is neither English nor French prefer summer over winter Olympics by a two to one ratio

I prefer the summer Olympics over the winter Olympics. - To what extent do you agree with the following statements?	What is the language you first learned at home in your childhood and that you still understand?		
	French	English	A language other than French or English
Strongly agree	14.3%	11.3%	15.2%
Somewhat agree	24.4%	24.6%	33.7%
Somewhat disagree	31.2%	28.8%	15.2%
Strongly disagree	10.1%	10.8%	8.2%
I don't know / I prefer not to answer	19.9%	24.5%	27.7%
Total	100.0%	100.0%	100.0%