

SWIFTER, HIGHER, TOO EXPENSIVE

MANY CANADIANS GRUMPY ABOUT COST OF OLYMPICS – ESPECIALLY IN B.C.

[Ottawa – January 14, 2010] – A slim plurality of Canadians say that too much is being spent on the Winter Olympic games to be held in Vancouver next month, although almost as many say that “just the right amount is being spent”. Just seven per cent say that too little is being spent.

“Perhaps the most startling element of this poll,” said EKOS President Frank Graves, “is that in British Columbia, there is a veritable landslide for those saying that too much is being spent on the Olympics. Obviously, the thrill of hosting an event that will catch the world’s attention doesn’t weigh heavily in the balance among British Columbians trying to struggle out of a recession. Sixty-eight per cent of British Columbians say that too much is being spent on the Olympics, compared with just 28% who say the spending is just right. Less than 4% think too little is being spent.

“It may be that an aging Canadian public is no longer that enthused by the Olympics, especially with a stagnant labour market and burgeoning public debt,” said Graves. “Of course, it is possible that if the Olympics go well, some Canadians will become more positive about the spending. On the other hand, there may be some Canadians who haven’t yet awakened to the scale of the public spending the Olympics has entailed.

HIGHLIGHTS

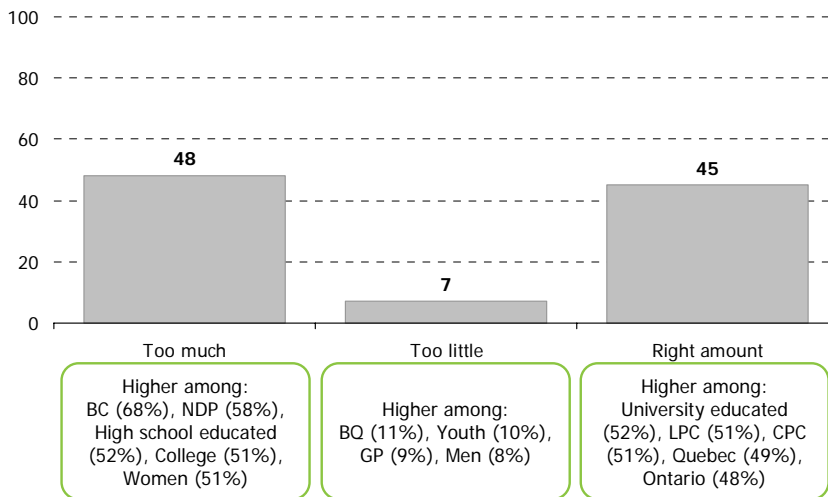
- **Government spending on the 2010 Vancouver Olympics:**
 - ☒ **48% too much**
 - ☒ **45% right amount**
 - ☒ **7% too little**

Please note that the methodology is provided at the end of this document.

Top Line Results:

Government spending on the 2010 Vancouver Olympics

Q. Based on what you know, do you think that too much, too little, or just the right amount of taxpayer money is being spent on the 2010 Vancouver Olympics?



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BASE: Canadians; Jan. 6-12 (n=3730)

Detailed Tables:

Government Spending on the 2010 Vancouver Olympics

Q. Based on what you know, do you think that too much, too little, or just the right amount of taxpayer money is being spent on the 2010 Vancouver Olympics?

	Too much	Too little	Right amount	Sample Size	Margin of Error (+/-)
NATIONALLY	48%	7%	45%	3730	1.6
REGION					
British Columbia	68%	4%	28%	405	4.9
Alberta	44%	7%	49%	300	5.7
Saskatchewan/Manitoba	47%	5%	48%	249	6.2
Ontario	46%	7%	48%	1506	2.5
Quebec	42%	8%	49%	987	3.1
Atlantic Canada	53%	5%	42%	283	5.8
GENDER					
Male	46%	8%	46%	1783	2.3
Female	51%	5%	44%	1947	2.2
AGE					
<25	42%	9%	48%	331	5.4
25-44	50%	7%	43%	1162	2.9
45-64	48%	6%	46%	1536	2.5
65+	50%	5%	46%	701	3.7
EDUCATION					
High school or less	52%	8%	40%	1091	3.0
College or CEGEP	51%	6%	43%	1188	2.8
University or higher	43%	5%	52%	1451	2.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	44%	5%	51%	1021	3.1
Liberal Party of Canada	44%	5%	51%	973	3.1
NDP	58%	5%	37%	472	4.5
Green Party	53%	9%	38%	343	5.3
Bloc Quebecois	43%	11%	46%	341	5.3
Undecided	66%	6%	28%	72	11.6

METHODOLOGY:

EKOS' weekly tracking polls are conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual land-line/cell phone RDD sampling frame for this research. As a result, we are able to reach those with both a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys.

The field dates for this survey are January 6 – 12, 2009.¹ In total, a random sample of 3,730 Canadians aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.6 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

¹ Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.