

# CANADIANS MILDLY OPTIMISTIC REGARDING CANADIAN CHANCES AT WINTER OLYMPICS

*One-Third (32%) Say Canadian Athletes Will Bring Home More Medals Than During Previous Winter Games, 10% Say They Will Do Worse, and Just Over Half (52%) Believe Team Will Do About the Same*



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**Toronto, ONTARIO** – With the Salt Lake City Winter Olympics opening February 8<sup>th</sup>, an Ipsos-Reid/Globe and Mail/CTV poll released today, indicates that Canadians appear to be mildly optimistic regarding Canadian chances for medals at the Games. One-third (32%) of Canadians believe that Canadian athletes will do better than during previous Winter Games, while one-in-ten (10%) say that they will do worse, and just over half (52%) think the Canadian team will produced about the same number of medals as in previous Winter Olympics.

- British Columbians (39%) and Albertans (39%) are the most optimistic regarding Canada's potential medal results at the games, while those in Quebec (24%) are the least optimistic. Residents of Saskatchewan and Manitoba (15%) are more likely than those in other regions to say that Canadian athletes will do worse than during previous Winter Games.
- Women (34% versus 30% of men) are more likely to feel that the Canadian team will do better than in past Winter Games, while men (12% versus 7% of women) are more likely to say that Canadian athletes will do worse.



*These are the findings of an Ipsos-Reid/Globe and Mail/CTV poll conducted between January 15<sup>th</sup> and 17<sup>th</sup>, 2002. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.*

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