Olympics

National Survey

February 3, 2026

LIAISON STRATÉGIES

Nobody's perfect.

Ontario Poll Accuracy

1st	**Liaison**
2nd	**Mainstreet**
3rd	**Innovative**
4th	**Research Co.**
5th	**Forum**
6th	**Abacus**
7th	**Pallas**
8th	**Leger**
9th	**Nanos**
10th	**Ipsos**
11th	**Relay Strategies**

Federal Poll Accuracy

1st	**Mainstreet**
2nd	**Liaison**
3rd	**Angus Reid**
4th	**Cardinal**
5th	**Nanos**
6th	**Research Co.**
7th	**Pallas**
8th	**Leger**
9th	**Forum**
10th	**Ipsos**
11th	**Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison**.

Methodology

Liaison surveyed a random sample of 1,000 Canadians **from January 19 to January 31, 2026**, using Interactive Voice Recording (IVR) technology. The sample was evenly split between the two weeks. To ensure a representative sample, participants were reached through random digit dialing (RDD) across both landline and cellular phone networks.

The resulting data was weighted to match targets based on the 2021 Census. For the total sample, the **margin of error is ±3.1 percentage points**, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.
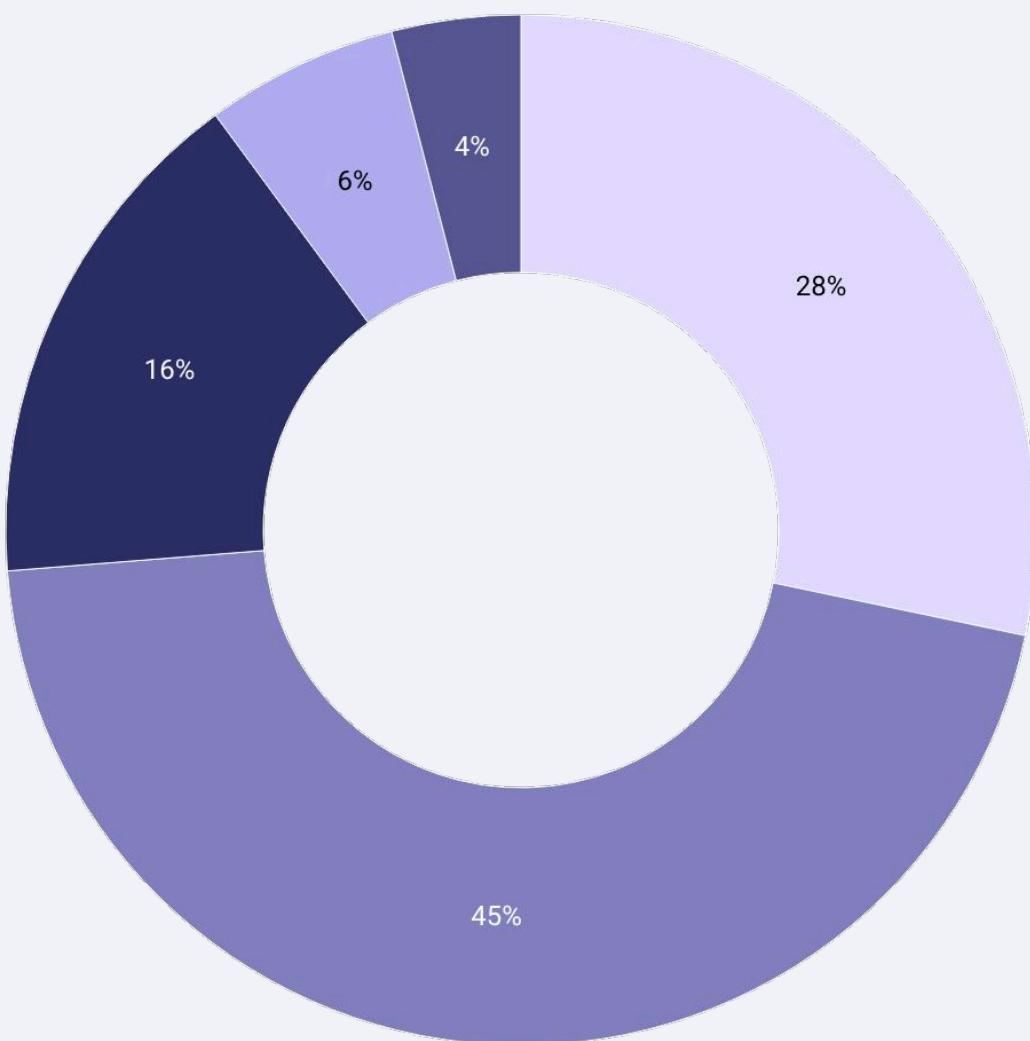
Olympics

All Voters

	Total	Female	Male	Other
Unweighted	1000	486	461	53
Weighted	1000	488	464	48

	18-34	35-49	50-64	65+
Unweighted	267	242	257	234
Weighted	267	242	255	236

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	70	225	385	70	110	140
Weighted	67	231	387	65	111	139

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The 2026 Winter Olympic Games begin in early February. How **interested are you in following** the Winter Olympics?

28%

45%

16%

6%

4%

- Very interested
- Somewhat interested
- Not very interested
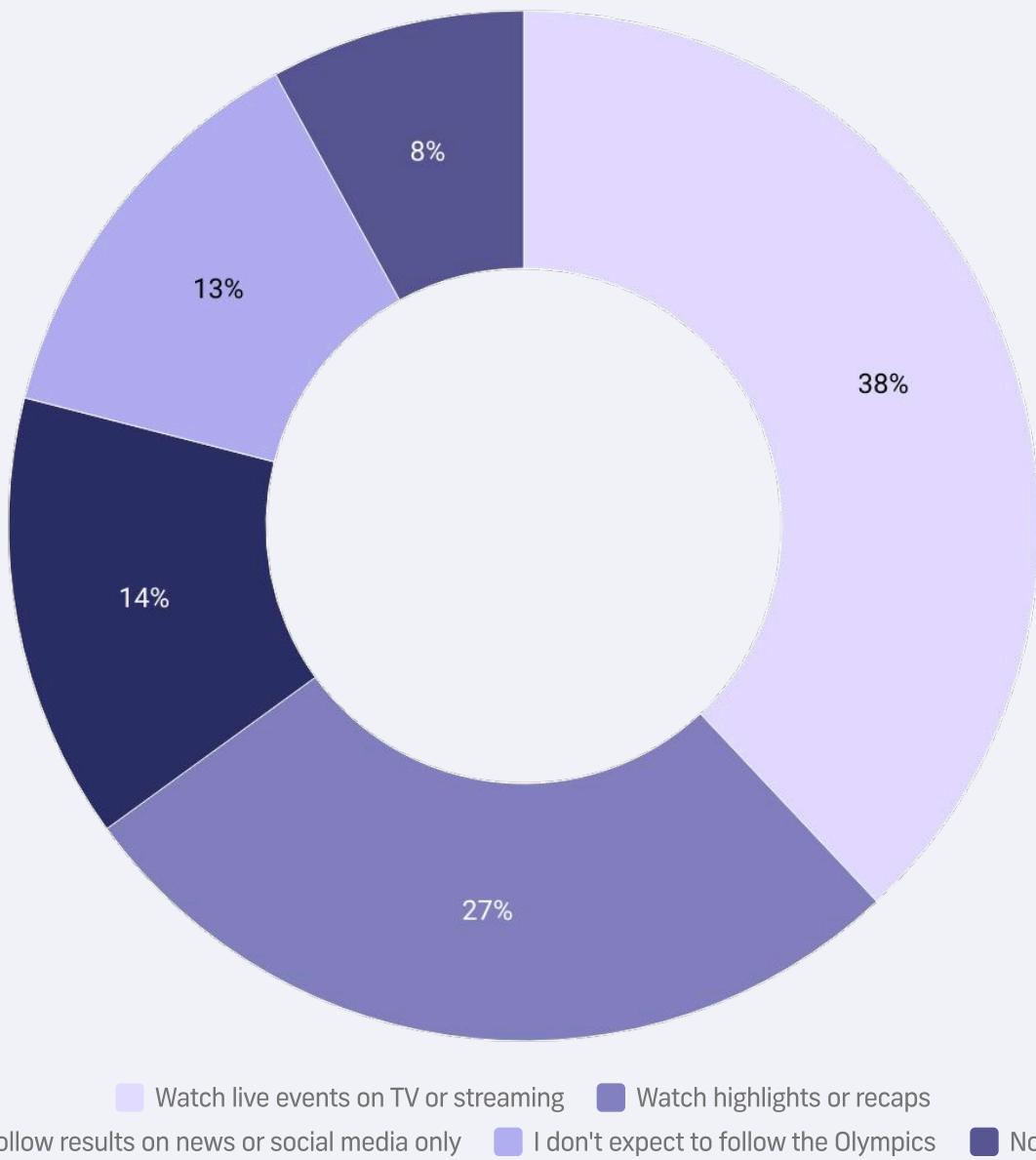- Not at all interested
- Not sure

Olympics

The 2026 Winter Olympic Games begin in early February. How interested are you in following the Winter Olympics?

	Total	Female	Male	Other
Very interested	28 %	25 %	31 %	26 %
Somewhat interes...	45 %	48 %	43 %	47 %
Not very interested	16 %	15 %	16 %	19 %
Not at all interested	6 %	6 %	7 %	5 %
Not sure	4 %	6 %	3 %	3 %

	18-34	35-49	50-64	65+
Very interested	28 %	24 %	31 %	30 %
Somewhat interes...	44 %	45 %	44 %	49 %
Not very interested	19 %	17 %	14 %	12 %
Not at all interested	6 %	8 %	6 %	5 %
Not sure	3 %	6 %	4 %	5 %

	Atlantic	QC	ON	MB/SK	AB	BC
Very interested	32 %	28 %	29 %	31 %	24 %	25 %
Somewhat interes...	43 %	45 %	44 %	54 %	53 %	40 %
Not very interested	15 %	16 %	17 %	8 %	15 %	15 %
Not at all interested	8 %	7 %	5 %	2 %	4 %	13 %
Not sure	3 %	3 %	5 %	6 %	3 %	8 %

How do you **expect you'll follow** the Winter Olympics, if at all?

- 8%
- 13%
- 38%
- 14%
- 27%

Legend:
- Watch live events on TV or streaming
- Watch highlights or recaps
- Follow results on news or social media only
- I don't expect to follow the Olympics
- Not sure

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Olympics

How do you expect you'll follow the Winter Olympics, if at all?

	Total	Female	Male	Other
Watch live events...	38 %	38 %	40 %	19 %
Watch highlights...	27 %	25 %	29 %	32 %
Follow results on...	14 %	15 %	13 %	20 %
I don't expect to f...	13 %	14 %	12 %	15 %
Not sure	8 %	8 %	7 %	14 %

	18-34	35-49	50-64	65+
Watch live events...	30 %	26 %	44 %	51 %
Watch highlights...	29 %	34 %	24 %	21 %
Follow results on...	16 %	16 %	15 %	9 %
I don't expect to f...	17 %	15 %	12 %	10 %
Not sure	7 %	9 %	6 %	10 %

	Atlantic	QC	ON	MB/SK	AB	BC
Watch live events...	38 %	38 %	37 %	39 %	41 %	36 %
Watch highlights...	26 %	28 %	27 %	33 %	25 %	26 %
Follow results on...	14 %	19 %	14 %	9 %	12 %	11 %
I don't expect to f...	19 %	10 %	13 %	9 %	15 %	18 %
Not sure	3 %	5 %	9 %	10 %	7 %	9 %

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Do you agree or disagree with the following statement: **Canada's Olympic team makes me proud** of my country

57%

29%

7%

4%

2%

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Somewhat disagree ■ Not sure

Olympics

Do you agree or disagree with the following statement: Canada's Olympic team makes me proud of my country
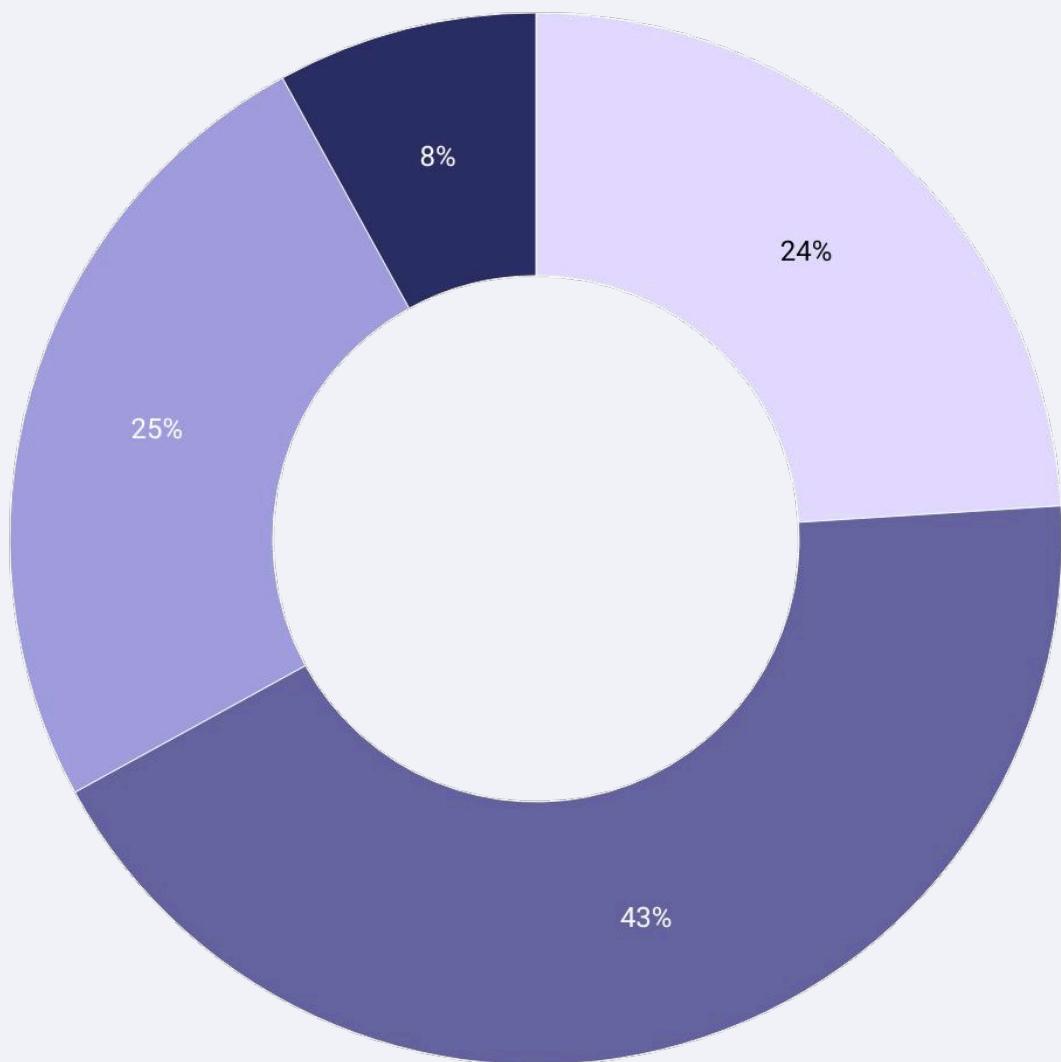
	Total	Female	Male	Other
Strongly agree	57 %	58 %	56 %	64 %
Somewhat agree	29 %	29 %	29 %	29 %
Somewhat disagree	7 %	7 %	8 %	5 %
Somewhat disagree	4 %	4 %	5 %	2 %
Not sure	2 %	3 %	2 %	1 %

	18-34	35-49	50-64	65+
Strongly agree	54 %	59 %	56 %	60 %
Somewhat agree	34 %	27 %	28 %	27 %
Somewhat disagree	8 %	8 %	7 %	6 %
Somewhat disagree	3 %	3 %	5 %	6 %
Not sure	2 %	2 %	3 %	1 %

	Atlantic	QC	ON	MB/SK	AB	BC
Strongly agree	57 %	59 %	56 %	64 %	57 %	55 %
Somewhat agree	27 %	30 %	28 %	23 %	28 %	35 %
Somewhat disagree	5 %	6 %	9 %	4 %	8 %	6 %
Somewhat disagree	5 %	2 %	6 %	3 %	5 %	3 %
Not sure	6 %	2 %	1 %	7 %	1 %	1 %

National Survey
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Which of the following **best describes your view** on Canada hosting a future Olympic Games?

8%

24%

25%

43%

Strongly support a Canadian bid ■ Support a bid only if no new permanent venues were built

Oppose a bid regardless of the plan due to the high costs ■ Not sure

Olympics

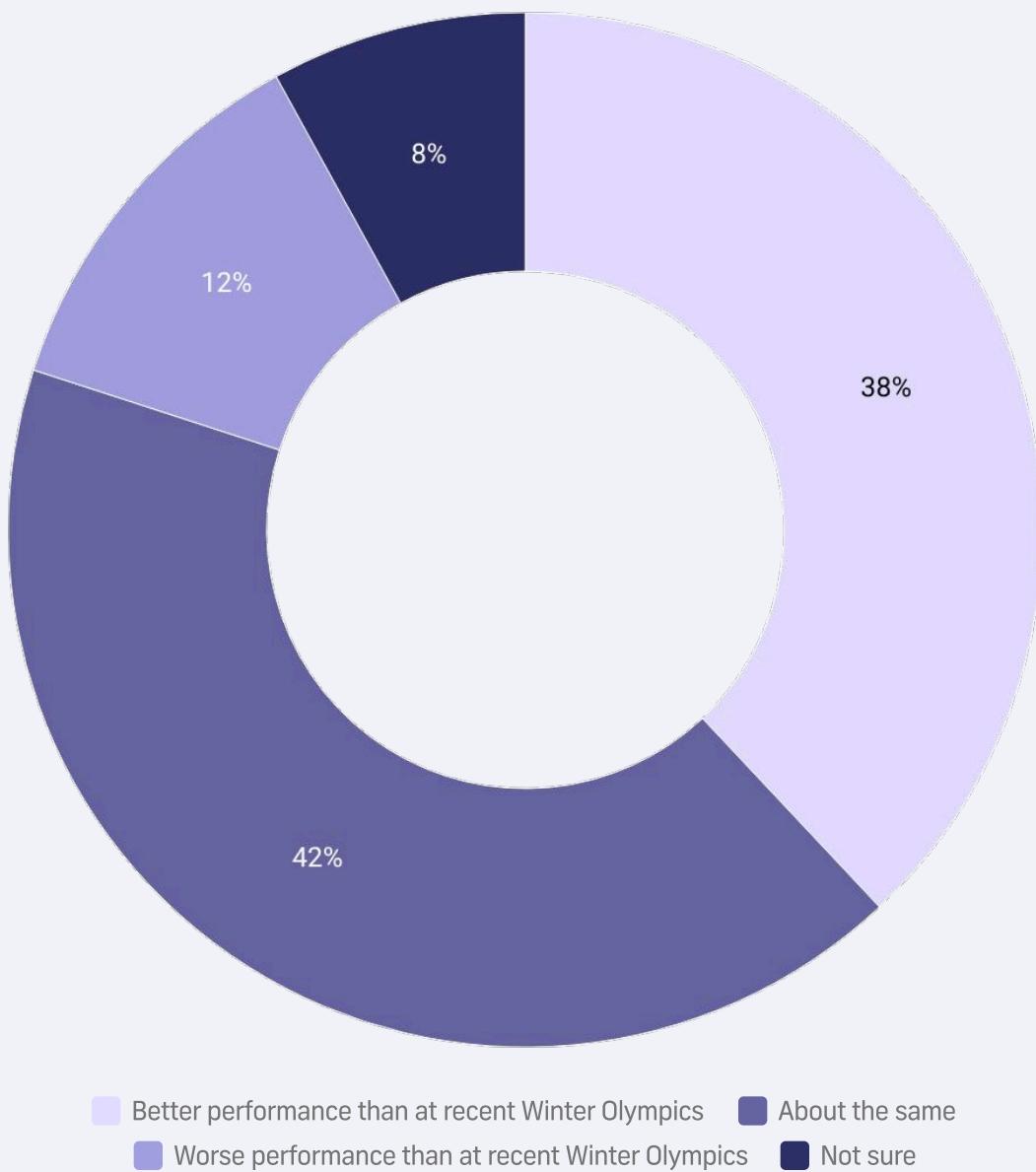## Which of the following best describes your view on Canada hosting a future Olympic Games?

	Total	Female	Male	Other
Strongly support...	24 %	22 %	26 %	24 %
Support a bid only...	43 %	43 %	43 %	44 %
Oppose a bid rega...	25 %	26 %	24 %	24 %
Not sure	8 %	9 %	7 %	8 %

	18-34	35-49	50-64	65+
Strongly support...	23 %	28 %	24 %	22 %
Support a bid only...	43 %	44 %	47 %	37 %
Oppose a bid rega...	24 %	21 %	23 %	32 %
Not sure	9 %	7 %	6 %	9 %

	Atlantic	QC	ON	MB/SK	AB	BC
Strongly support...	22 %	21 %	21 %	33 %	36 %	27 %
Support a bid only...	50 %	41 %	44 %	43 %	40 %	43 %
Oppose a bid rega...	19 %	30 %	28 %	19 %	17 %	21 %
Not sure	8 %	8 %	8 %	5 %	7 %	9 %

Thinking about Team Canada at these Winter Olympics, **what do you expect** overall?

38%

42%

12%

8%

Better performance than at recent Winter Olympics

About the same

Worse performance than at recent Winter Olympics

Not sure

Olympics

Thinking about Team Canada at these Winter Olympics, what do you expect overall?

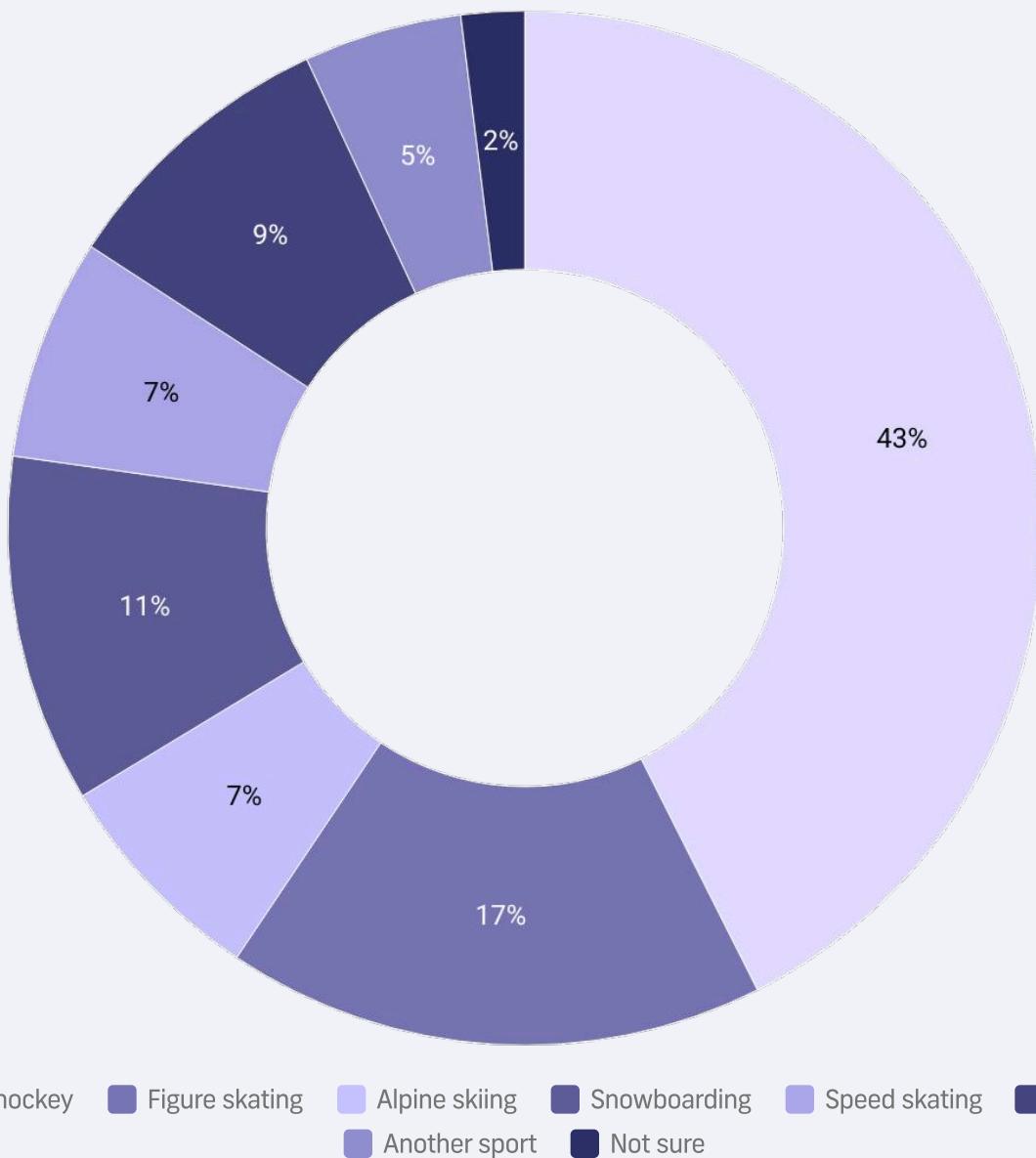|	Total	Female	Male	Other
Better performanc...	38 %	35 %	39 %	51 %
About the same	42 %	45 %	40 %	32 %
Worse performan...	12 %	11 %	13 %	11 %
Not sure	8 %	8 %	8 %	6 %

	18-34	35-49	50-64	65+
Better performanc...	34 %	38 %	42 %	36 %
About the same	43 %	40 %	42 %	44 %
Worse performan...	15 %	14 %	8 %	11 %
Not sure	8 %	8 %	8 %	10 %

	Atlantic	QC	ON	MB/SK	AB	BC
Better performanc...	36 %	33 %	39 %	42 %	47 %	32 %
About the same	40 %	49 %	38 %	43 %	42 %	46 %
Worse performan...	10 %	11 %	14 %	9 %	7 %	14 %
Not sure	14 %	7 %	9 %	6 %	5 %	8 %

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Which Winter Olympic sport **are you most interested in** watching?

43%

17%

7%

11%

7%

9%

5%

2%

Ice hockey Figure skating Alpine skiing Snowboarding Speed skating Curling Another sport Not sure

Olympics

Which Winter Olympic sport are you most interested in watching?

	Total	Female	Male	Other
Ice hockey	43 %	35 %	51 %	40 %
Figure skating	17 %	23 %	11 %	12 %
Alpine skiing	7 %	8 %	5 %	9 %
Snowboarding	11 %	12 %	10 %	9 %
Speed skating	7 %	7 %	6 %	12 %
Curling	9 %	7 %	11 %	10 %
Another sport	5 %	6 %	4 %	8 %
Not sure	2 %	3 %	2 %	0 %

	18-34	35-49	50-64	65+
Ice hockey	42 %	42 %	47 %	40 %
Figure skating	16 %	11 %	16 %	24 %
Alpine skiing	5 %	7 %	7 %	8 %
Snowboarding	14 %	14 %	10 %	5 %
Speed skating	7 %	9 %	6 %	5 %
Curling	8 %	8 %	9 %	11 %
Another sport	5 %	7 %	3 %	6 %
Not sure	4 %	2 %	2 %	0 %

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Which Winter Olympic sport are you most interested in watching?

	Atlantic	QC	ON	MB/SK	AB	BC
Ice hockey	53 %	41 %	44 %	46 %	48 %	34 %
Figure skating	18 %	19 %	14 %	22 %	13 %	22 %
Alpine skiing	3 %	9 %	7 %	3 %	6 %	6 %
Snowboarding	11 %	8 %	12 %	5 %	9 %	14 %
Speed skating	10 %	7 %	6 %	9 %	5 %	8 %
Curling	4 %	8 %	10 %	5 %	10 %	10 %
Another sport	2 %	5 %	6 %	7 %	4 %	4 %
Not sure	0 %	3 %	1 %	3 %	4 %	2 %

Get in touch

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