

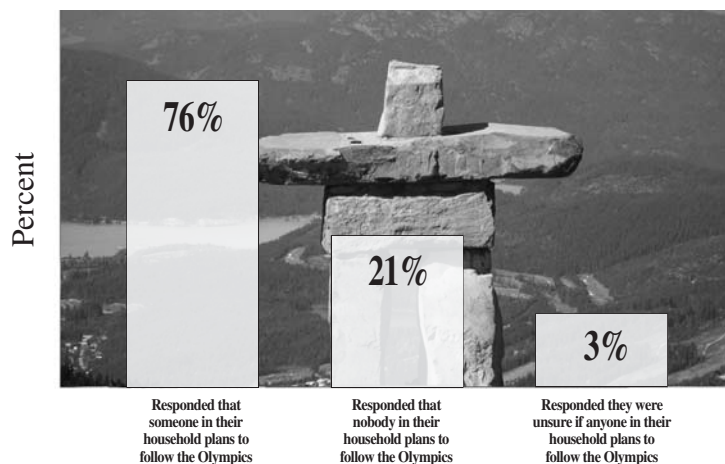


Roll STATION

With Linda Banister

After years of anticipation and planning, the Vancouver 2010 Winter Olympic Games are fast approaching. As the athletes and spectators from around the world flock to the Lower Mainland, we decided to ask Edmontonians about their plans to enjoy the Olympic festivities, and how they think Canada will fare against the rest of the world during the competitions this February.

ARE YOU AWARE OF THE 2010 OLYMPICS, AND DO YOU PLAN TO FOLLOW EVENTS?



To begin the survey, respondents were asked whether they were aware that the Olympics are taking place in Vancouver in February 2010. The vast majority (97 percent) of respondents were aware that Vancouver is hosting the 2010 Olympic Games, while three percent were not. More than three-quarters (76 percent) reported they or someone in their household plans to follow Olympic events, while 21 percent indicated they would not; three percent were unsure.

Of those with plans to follow Olympic events, more than half (57 percent) plan to watch ice hockey, one-third (34 percent) will follow figure skating, and 20 percent each plan to watch speed skating or ski-jumping. Other frequent mentions included curling (16 percent), alpine skiing (16 percent), freestyle skiing (15 percent), and the opening ceremony (12 percent).

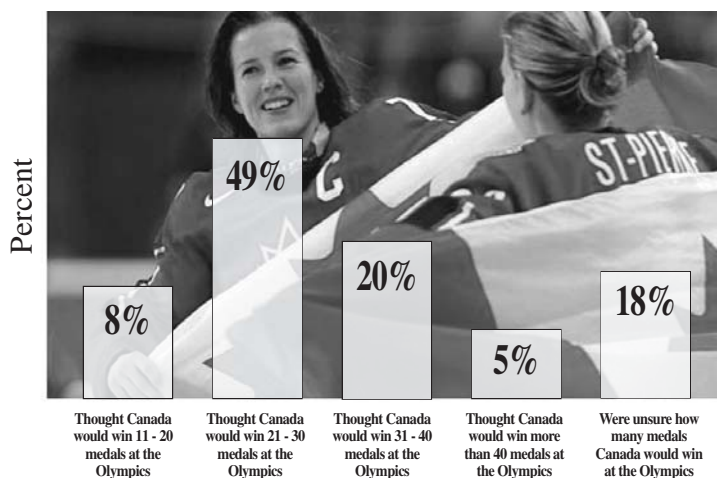
Respondents not planning to follow any events most frequently mentioned they were not interested or not a sports fan (42 percent), while another eight percent each indicated they do not watch any or very little TV, or that they had personal reasons for not following.

Next, respondents were reminded that the Olympic torch will be making a stop in Edmonton on January 13, 2010 and were then asked whether they plan to attend any events the City of Edmonton is hosting in celebration of the occasion. Twenty-one percent said they planned to attend, while more than half (56 percent) did not, and 23 percent were unsure.

ARE YOU PLANNING TO ATTEND THE 2010 OLYMPICS?

While the majority of respondents (91 percent) did not plan on traveling to Vancouver to personally attend the Olympic festivities

or events, three percent reported that they or someone in their household was planning to attend, and six percent were unsure. Of those planning to personally attend the Olympics in Vancouver, two-thirds (67 percent) plan on attending figure skating, while 33 percent are going just to enjoy the atmosphere.



HOW WILL CANADA PERFORM?

Finally, respondents were asked a series of questions regarding Canada's performance at the upcoming Games. When asked how many medals Canada would win, almost half (49 percent) thought 21 to 30 medals, followed by 31 to 40 medals (20 percent), and 11 to 20 medals (eight percent). Five percent thought Canada would win more than 40 medals, while 18 percent were unsure.

In regard to Canada's medal count in comparison to other countries, over one-third (36 percent) thought Canada would rank in the top 10, while almost one-third (32 percent) thought Canada would place in the top five, 16 percent reported the top 20, and one percent the top 50 countries. Fifteen percent of respondents where unsure where Canada would rank. ✓

Monthly Poll Station Online Question

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Contact Linda at 780.451.4444 or e-mail lbanister@edmontonians.com.

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