Olympics

National Survey

March 11, 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 **February 23 to March 7, 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.

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All Voters

	Total	Female	Male	Other
Unweighted	1000	486	465	49
Weighted	1000	488	464	48

	18-34	35-49	50-64	65+
Unweighted	261	243	255	241
Weighted	267	242	255	236

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	67	232	387	67	111	136
Weighted	67	231	387	65	111	139

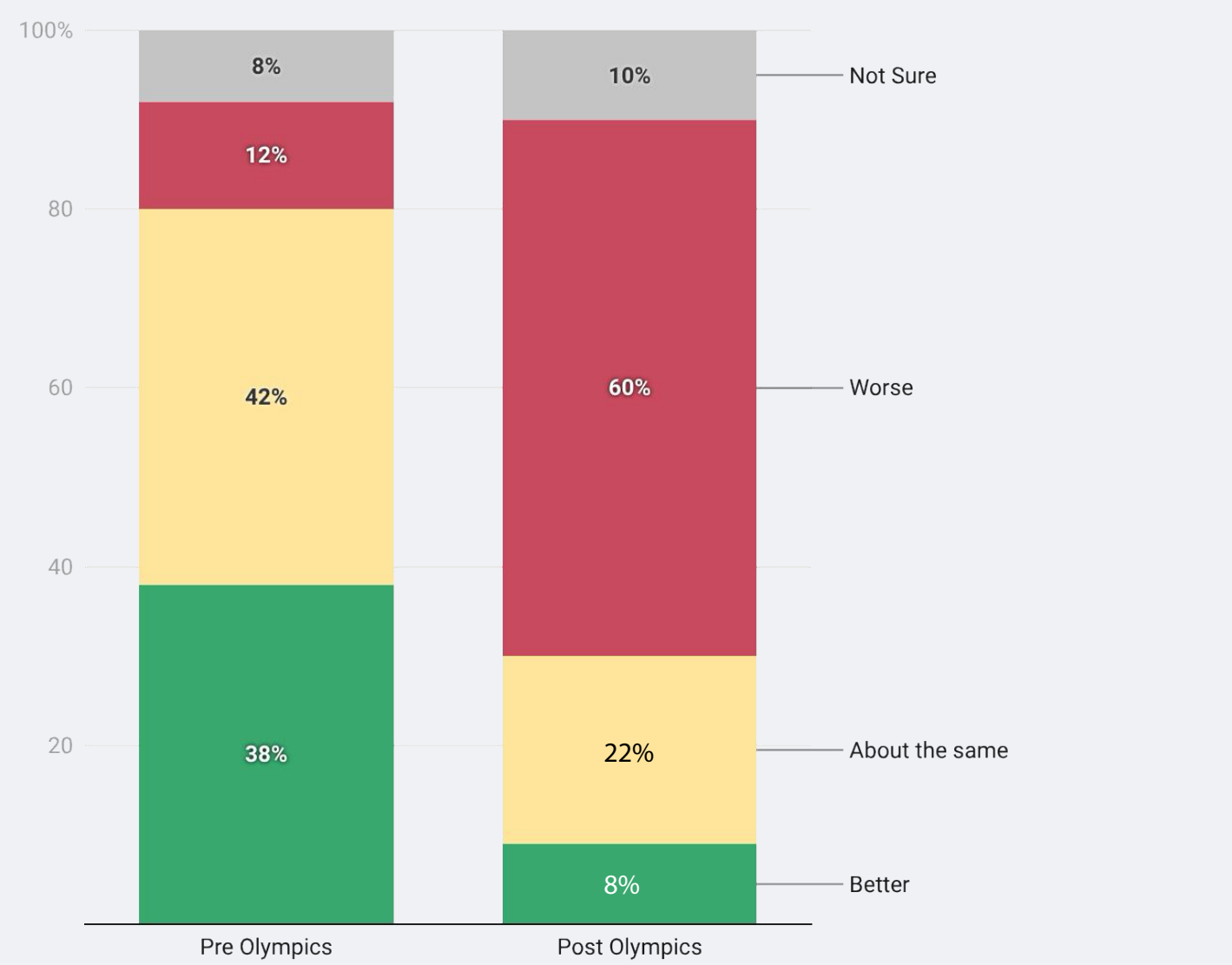
Decided & Leaning

	Total	Female	Male	Other
Unweighted	951	464	440	47
Weighted	951	467	437	46

	18-34	35-49	50-64	65+
Unweighted	250	231	240	230
Weighted	252	230	241	228

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	60	219	371	65	103	133
Weighted	61	217	372	63	103	135

Thinking back to the **expectations you had** before the Games, how did Team Canada's performance compare?



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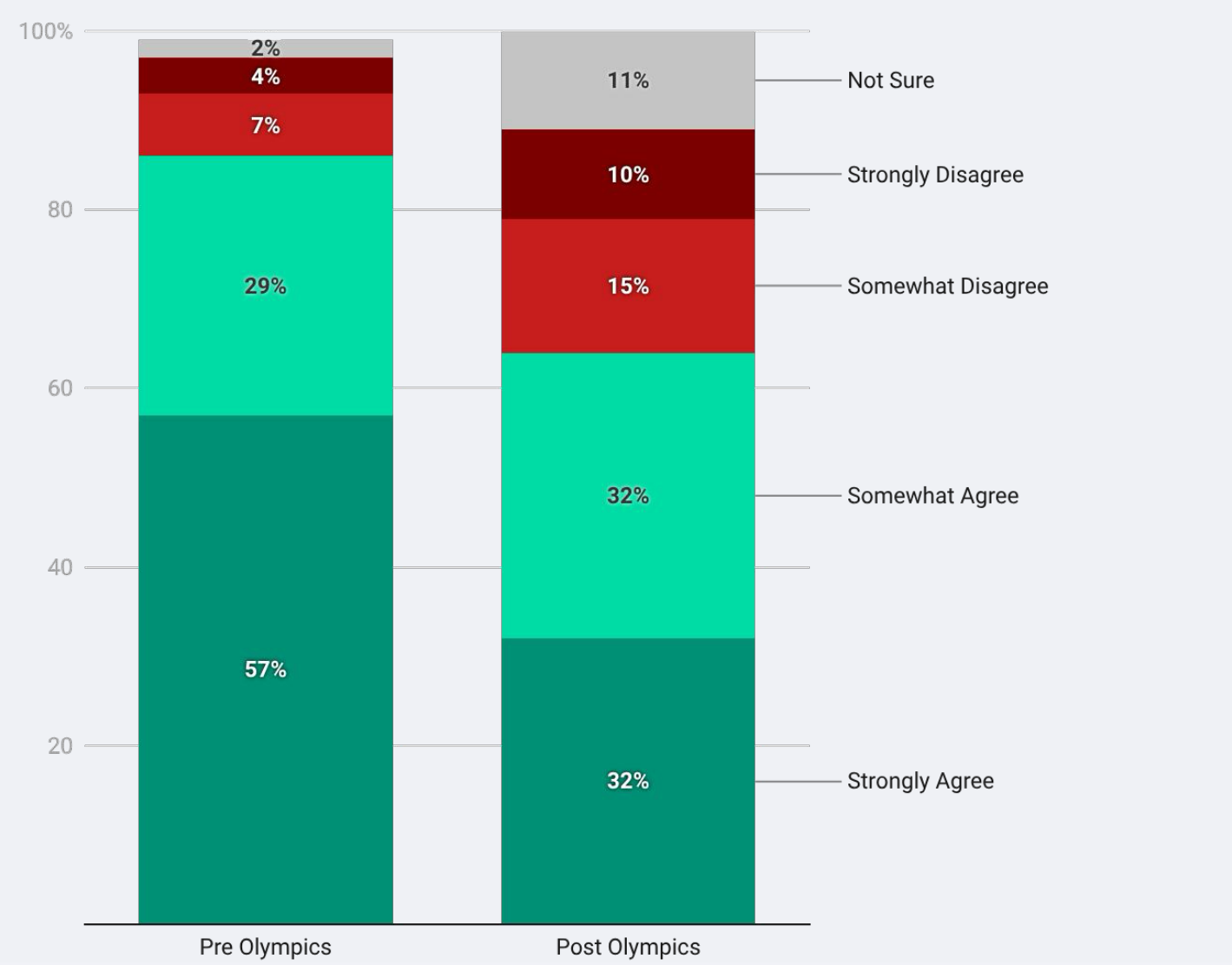
Thinking back to the expectations you had before the Games, how did Team Canada's performance compare?

	Total	Female	Male	Other
Better Than Expected	8 %	9 %	8 %	9 %
Exactly As Expected	22 %	24 %	19 %	19 %
Worse Than Expected	60 %	55 %	65 %	60 %
Not Sure	10 %	12 %	8 %	12 %

	18-34	35-49	50-64	65+
Better Than Expected	10 %	12 %	5 %	6 %
Exactly As Expected	24 %	22 %	20 %	20 %
Worse Than Expected	53 %	57 %	65 %	65 %
Not Sure	13 %	10 %	10 %	9 %

	Atlantic	QC	ON	MB/SK	AB	BC
Better Tha...	1 %	9 %	10 %	9 %	6 %	9 %
Exactly As...	14 %	25 %	22 %	20 %	19 %	23 %
Worse Tha...	70 %	59 %	59 %	66 %	68 %	47 %
Not Sure	14 %	7 %	9 %	6 %	7 %	21 %

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



Olympics

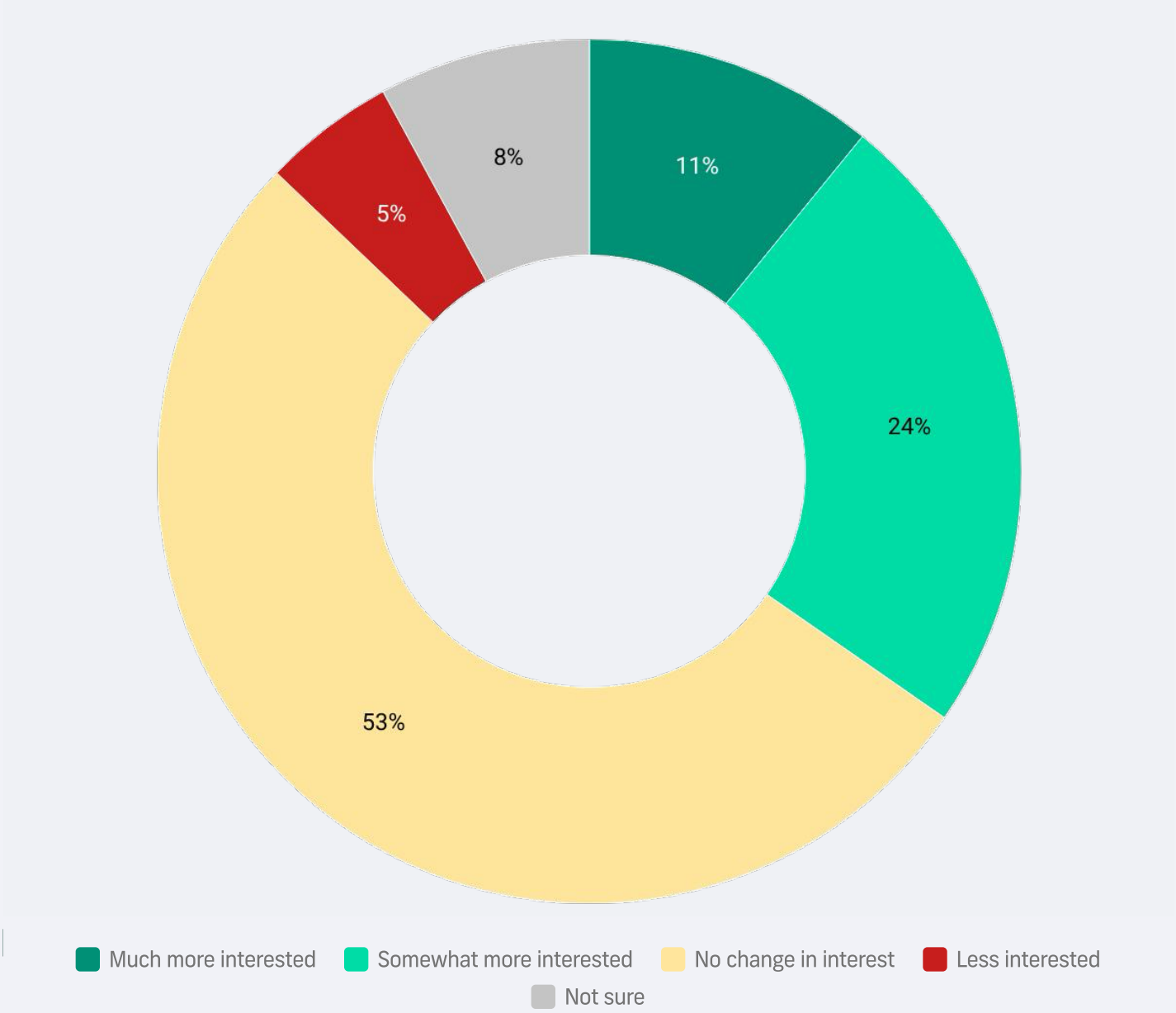
Do you agree or disagree with the following statement: Canada's Olympic team makes me proud of my country

	Total	Female	Male	Other
Strongly Agree	32 %	33 %	29 %	41 %
Somewhat Agree	32 %	32 %	34 %	26 %
Somewhat Disagree	15 %	16 %	13 %	17 %
Strongly Disagree	10 %	9 %	12 %	12 %
Not Sure	11 %	11 %	12 %	3 %

	18-34	35-49	50-64	65+
Strongly Agree	27 %	35 %	31 %	35 %
Somewhat Agree	32 %	29 %	34 %	33 %
Somewhat Disagree	16 %	14 %	15 %	15 %
Strongly Disagree	12 %	11 %	10 %	9 %
Not Sure	12 %	12 %	11 %	9 %

	Atlantic	QC	ON	MB/SK	AB	BC
Strongly A...	26 %	30 %	32 %	37 %	37 %	30 %
Somewhat...	36 %	31 %	33 %	30 %	32 %	30 %
Somewhat...	16 %	18 %	14 %	11 %	13 %	14 %
Strongly Di...	17 %	9 %	10 %	11 %	9 %	12 %
Not Sure	6 %	12 %	11 %	10 %	9 %	15 %

Did watching these Olympics make you **more interested in participating in or trying a winter sport** yourself?



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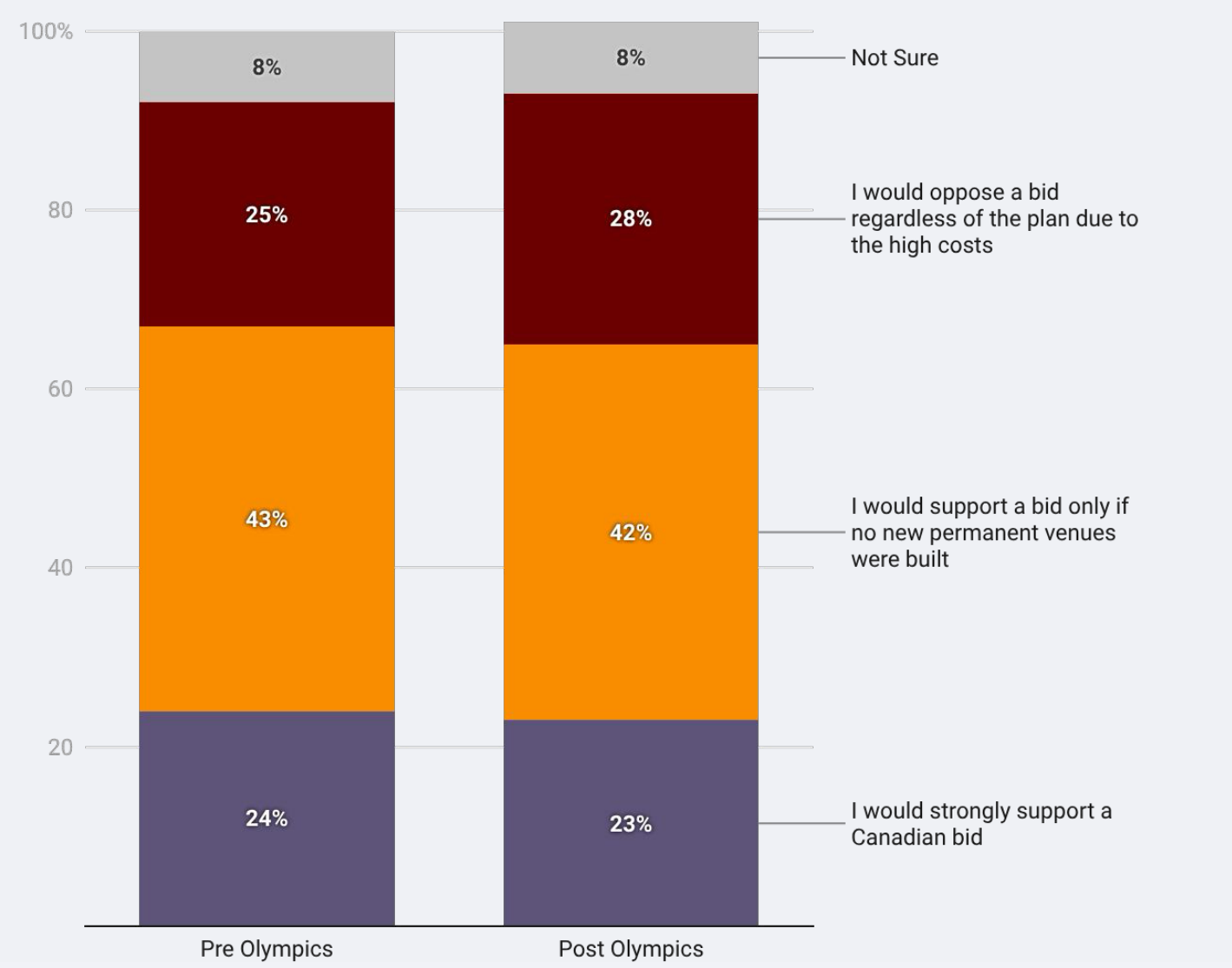
Did watching these Olympics make you more interested in participating in or trying a winter sport yourself?

	Total	Female	Male	Other
Much More Interested	11 %	11 %	10 %	17 %
Somewhat More Interested	24 %	26 %	23 %	9 %
No Change In Interest	53 %	50 %	54 %	60 %
Less Interested	5 %	5 %	5 %	3 %
Not Sure	8 %	8 %	8 %	10 %

	18-34	35-49	50-64	65+
Much More Interested	12 %	11 %	10 %	11 %
Somewhat More Interested	24 %	23 %	21 %	27 %
No Change In Interest	53 %	55 %	53 %	50 %
Less Interested	3 %	5 %	8 %	3 %
Not Sure	9 %	7 %	9 %	9 %

	Atlantic	QC	ON	MB/SK	AB	BC
Much More...	9 %	14 %	11 %	11 %	6 %	8 %
Somewhat...	16 %	25 %	21 %	29 %	26 %	29 %
No Change...	61 %	48 %	55 %	50 %	54 %	51 %
Less Intere...	6 %	3 %	5 %	4 %	8 %	5 %
Not Sure	9 %	10 %	9 %	6 %	6 %	8 %

Having seen the 2026 Games, how do you now **feel about Canada hosting** a future Winter Olympics (e.g., 2030 or 2034)?



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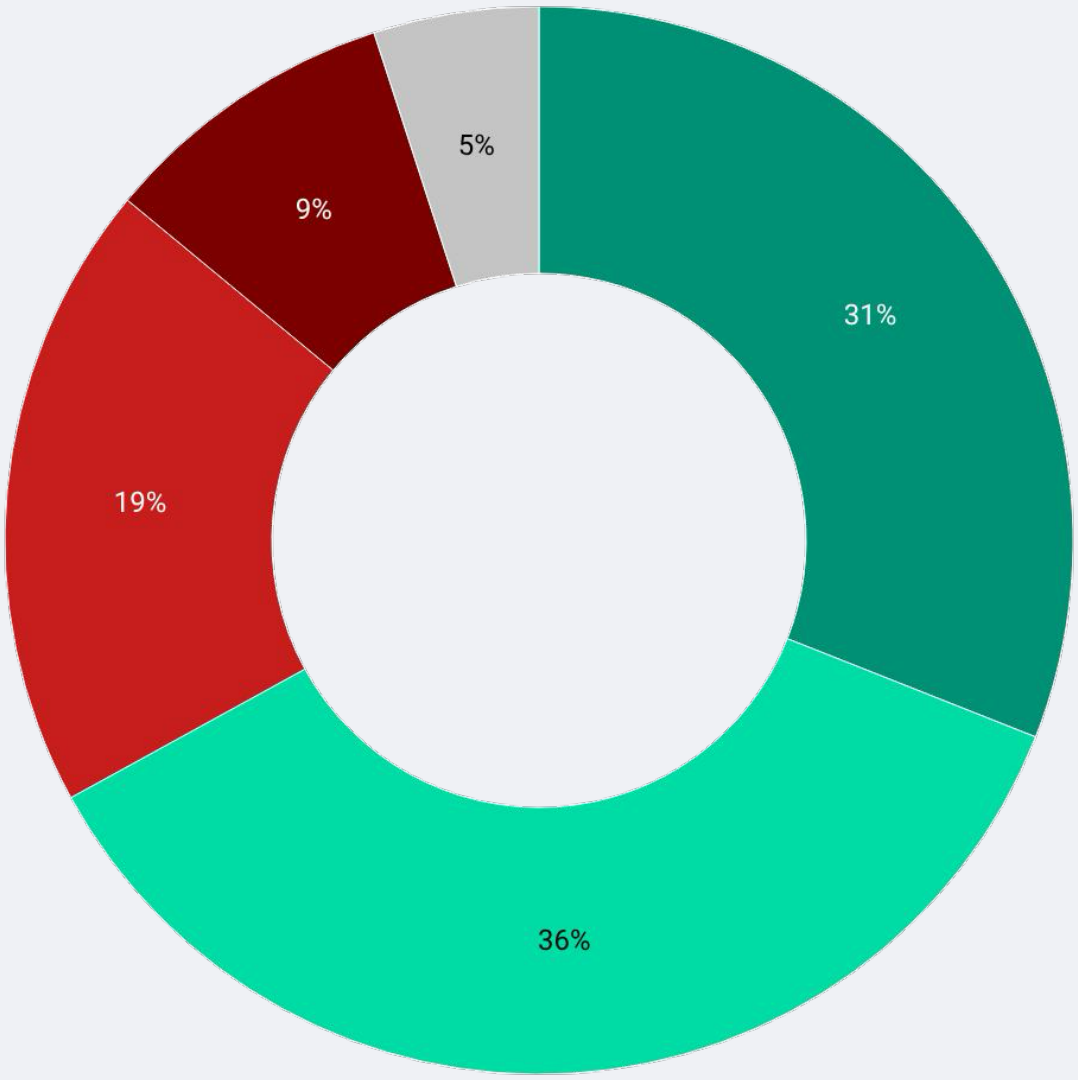
Having seen the 2026 Games, how do you now feel about Canada hosting a future Winter Olympics (e.g., 2030 or 2034)?

	Total	Female	Male	Other
I Would Strongly Support A Canadia...	23 %	23 %	23 %	24 %
I Would Support A Bid Only If No Ne...	42 %	43 %	39 %	48 %
I Would Oppose A Bid Regardless Of...	28 %	28 %	29 %	19 %
Not Sure	8 %	7 %	9 %	9 %

	18-34	35-49	50-64	65+
I Would Strongly Support A Canadia...	22 %	24 %	23 %	25 %
I Would Support A Bid Only If No Ne...	42 %	43 %	42 %	39 %
I Would Oppose A Bid Regardless Of...	28 %	25 %	28 %	29 %
Not Sure	8 %	8 %	7 %	8 %

	Atlantic	QC	ON	MB/SK	AB	BC
I Would Str...	20 %	22 %	23 %	19 %	30 %	24 %
I Would Su...	44 %	43 %	42 %	41 %	43 %	37 %
I Would Op...	29 %	25 %	29 %	26 %	24 %	30 %
Not Sure	7 %	9 %	6 %	14 %	4 %	10 %

Do you support or oppose the **federal government increasing its annual funding** for Olympic athletes?



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Do you support or oppose the federal government increasing its annual funding for Olympic athletes?

	Total	Female	Male	Other
Strongly Support	31 %	31 %	32 %	26 %
Somewhat Support	36 %	36 %	36 %	41 %
Somewhat Oppose	19 %	20 %	19 %	19 %
Strongly Oppose	9 %	9 %	9 %	5 %
Not Sure	5 %	5 %	5 %	9 %

	18-34	35-49	50-64	65+
Strongly Support	28 %	34 %	32 %	30 %
Somewhat Support	37 %	34 %	36 %	38 %
Somewhat Oppose	21 %	18 %	18 %	20 %
Strongly Oppose	9 %	9 %	11 %	6 %
Not Sure	5 %	5 %	4 %	7 %

	Atlantic	QC	ON	MB/SK	AB	BC
Strongly Su...	39 %	29 %	34 %	20 %	26 %	30 %
Somewhat...	41 %	36 %	33 %	47 %	36 %	39 %
Somewhat...	17 %	20 %	21 %	19 %	16 %	17 %
Strongly O...	1 %	9 %	7 %	6 %	16 %	10 %
Not Sure	1 %	6 %	5 %	9 %	6 %	4 %

Get in touch

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STRATÉGIES