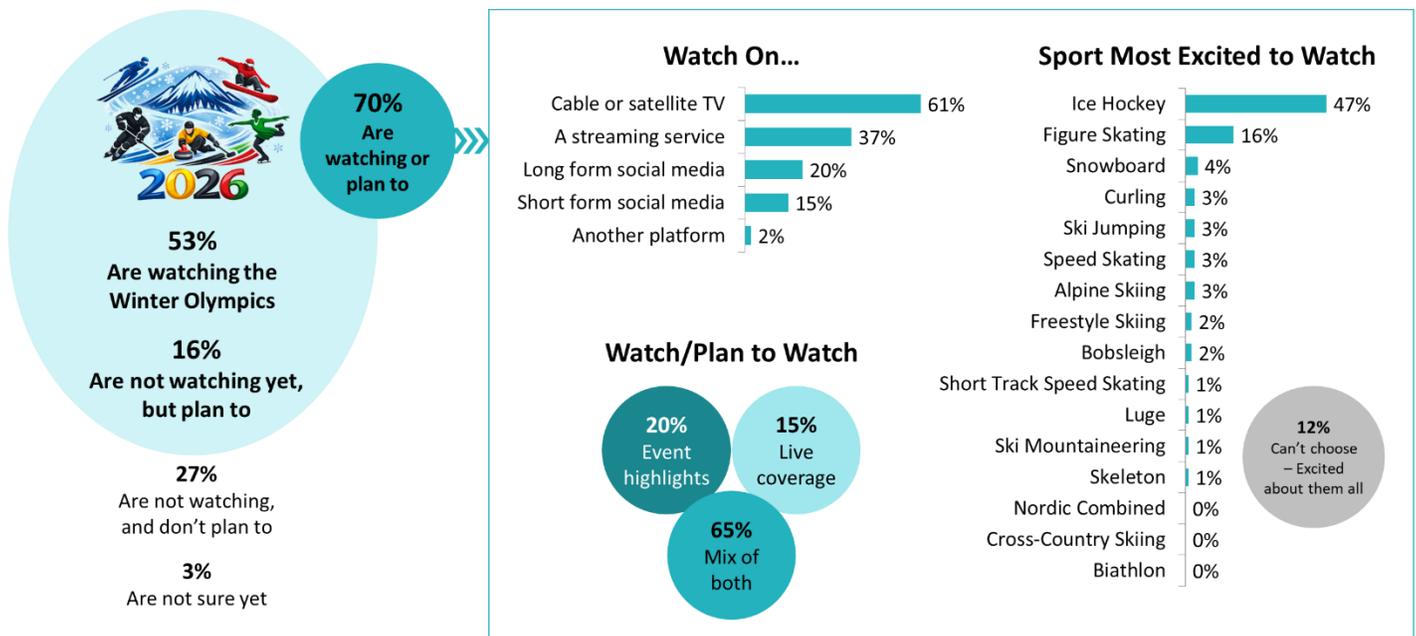


Canadians tune in as Olympic excitement builds, with hockey leading the pack.

February 19, 2026: As the Winter Olympics head into its final days, Canadians are enthusiastically tuning in. Most say they are already watching the games, or plan to do so before things wrap up on February 22nd. Interest grows with age, with six in ten older adults already watching, and just four in ten Millennials tuning in so far.

Among the sixteen winter Olympic sports, ice hockey stands out as Canada’s clear favourite. Half of viewers say it’s the most exciting event to watch, driven largely by men (63%), though still attracting nearly a third of women (30%). Figure skating takes a strong second place, especially among women. And while one in ten fans can’t choose a favourite and are excited about all sports, all remaining sports capture a smaller but passionate slice of attention.



When it comes to how Canadians are watching, traditional cable and satellite TV dominate (61%), far outpacing streaming services (37%), long form social media like Facebook Watch or YouTube (20%) or short form social media including TikTok and Instagram reels (15%). Viewing habits shift noticeably by age: younger Canadians lean heavily on social media, while older Canadians are primarily viewing via cable or satellite TV.

Most viewers (65%) are watching a mix of highlights and live coverage, balancing convenience with real-time excitement. Another 15% stick exclusively to live action, while 20% focus solely on highlights.

Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between February 12 - 16, 2026 with 1,230 Canadians, 18 years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

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Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The questions asked were:

The Winter Olympics in Milan and Cortina, Italy, are ongoing from February 6 to 22, 2026. Are you watching any of the games?

- *Yes, I'm watching the Olympics*
- *Not yet but I plan to*
- *No, I don't plan to watch*
- *I'm not sure yet*

(If watching or planning to) Which platform(s) are you, or will you be using to watch the Olympics?

(If watching or planning to) Are you, or do you plan to watch... event highlights, live coverage, or a mix of both?

(If watching or planning to) Which sport are you most excited to watch (choose one only)?

- *Ice Hockey*
- *Figure Skating*

- *Snowboard*
- *Curling*
- *Ski Jumping*
- *Speed Skating*
- *Alpine Skiing*
- *Freestyle Skiing*
- *Bobsleigh*
- *Short Track Speed Skating*
- *Luge*
- *Ski Mountaineering (new for 2026)*
- *Skeleton*
- *Nordic Combined (a combination of cross-country skiing and ski jumping)*
- *Cross-Country Skiing*
- *Biathlon*
- *I can't choose, I'm excited about them all*

QN1: The Winter Olympics in Milan and Cortina, Italy, are ongoing from February 6 to 22, 2026. Are you watching any of the games?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Yes, I'm watching the Olympics	53%	49%	50%	54%	58%	52%	65%	49%	58%	49%	42% ↓	50%	62% ↑	57%	50%
Not yet but I plan to	16%	20%	15%	18%	14%	15%	16%	10%	11%	25%	23% ↑	17%	11% ↓	17%	16%
No, I don't plan to watch	27%	27%	30%	25%	27%	30%	16%	38%	28%	22%	29%	30%	25%	24%	29%
I'm not sure yet	3%	4%	5%	4%	2%	3%	3%	3%	3%	4%	6%	3%	3%	2%	5%
WEIGHTED SAMPLE SIZE (#)	1230	172	217	474	282	85	17	30	31	103	229	393	505	595	625
UNWEIGHTED SAMPLE SIZE (#)	1230	133	172	378	246	301	65	101	116	63	228	401	538	580	640

QN2: Which platform(s) are you, or will you be using to watch the Olympics?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Cable or satellite TV	61%	60%	62%	55%	70% ↑	59%	62%	70%	52%	27% ↓	46% ↓	52% ↓	80% ↑	59%	62%
A streaming service (for example CBC Gem, TSN, Sportsnet etc.)	37%	31%	34%	47% ↑	24% ↓	40%	34%	41%	45%	48%	53% ↑	43%	23% ↓	42% ↑	30% ↓
Long form social media (e.g. Facebook Watch, YouTube, etc.)	20%	19%	23%	21%	18%	19%	19%	19%	13%	38% ↑	33% ↑	26%	8% ↓	21%	20%
Short form social media (e.g. TikTok, Instagram Reels, etc.)	15%	13%	14%	17%	11%	17%	17%	20%	18%	39% ↑	29% ↑	15%	3% ↓	15%	14%
Another platform	2%	2%	2%	1%	2%	1%	0%	2%	1%	3%	1%	2%	1%	2%	1%
WEIGHTED SAMPLE SIZE (#)	856	118	141	339	201	57	14	18	21	77	151	263	365	440	412
UNWEIGHTED SAMPLE SIZE (#)	846	91	114	268	174	199	52	59	80	48	149	266	383	426	416

QN3: Are you, or do you plan to watch...

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Event highlights	20%	18%	22%	17%	28%	16%	7%	18%	9%	35%	20%	23%	15%	20%	21%
Live coverage	15%	17%	13%	16%	12%	17%	17%	18%	18%	11%	13%	13%	17%	16%	14%
A mix of both	65%	64%	65%	67%	60%	68%	76%	64%	73%	54%	66%	64%	67%	64%	65%
WEIGHTED SAMPLE SIZE (#)	856	118	141	339	201	57	14	18	21	77	151	263	365	440	412
UNWEIGHTED SAMPLE SIZE (#)	846	91	114	268	174	199	52	59	80	48	149	266	383	426	416

QN4: Which sport are you most excited to watch?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Ice Hockey	47%	50%	55%	42%	46%	53%	65%	46%	57%	33%	48%	47%	50%	63% ↑	30% ↓
Figure Skating	16%	21%	11%	19%	11%	16%	21%	17%	10%	15%	15%	15%	17%	5% ↓	27% ↑
Snowboard	4%	5%	3%	3%	4%	6%	0%	13%	5%	8%	6%	2%	3%	3%	4%
Curling	3%	1%	4%	4%	3%	4%	7%	1%	4%	3%	2%	4%	3%	5%	1% ↓
Ski Jumping	3%	2%	2%	2%	5%	3%	0%	6%	4%	2%	5%	2%	3%	2%	4%
Speed Skating	3%	4%	2%	2%	3%	5%	0%	3%	3%	3%	4%	3%	2%	3%	3%
Alpine Skiing	3%	1%	5%	1%	5%	0%	0%	0%	0%	0%	1%	5%	2%	2%	3%
Freestyle Skiing	2%	1%	0%	2%	7% ↑	1%	0%	1%	2%	5%	2%	4%	1%	2%	3%
Bobsleigh	2%	1%	2%	2%	3%	1%	0%	2%	2%	6%	1%	2%	2%	2%	3%
Short Track Speed Skating	1%	0%	2%	2%	1%	0%	0%	0%	1%	0%	1%	1%	2%	1%	2%
Luge	1%	0%	2%	2%	1%	0%	0%	0%	1%	3%	0%	1%	2%	2%	1%
Ski Mountaineering (new for 2026)	1%	0%	2%	0%	1%	1%	0%	3%	0%	0%	1%	1%	1%	0%	1%
Skeleton	1%	1%	0%	1%	0%	0%	0%	1%	0%	3%	0%	1%	0%	1%	0%
Nordic Combined (a combination of cross-country skiing and ski jumping)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%
Cross-Country Skiing	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2% ↑	0%	0%	0%	0%
Biathlon	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%
I can't choose - I'm excited about them all	12%	11%	9%	16%	10%	7%	7%	6%	8%	20%	8%	12%	12%	8% ↓	17% ↑
WEIGHTED SAMPLE SIZE (#)	856	118	141	339	201	57	14	18	21	77	151	263	365	440	412
UNWEIGHTED SAMPLE SIZE (#)	846	91	114	268	174	199	52	59	80	48	149	266	383	426	416