

## OLYMPIC GAMES: QUEBECERS PREFER TO KEEP THE SPIRIT CLOSE TO HOME.

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*Nine in ten Quebecers (91%) believe that Olympic sponsors should do more at the local community level to encourage young people to participate in sports.*



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These are the findings from the Headspace Monitor poll conducted on September 5th and 6th, 2007 among Canadians. For the survey, a representative randomly selected sample of 1,000 adult Canadians were interviewed via the Internet using Research Now / OpenVenue's online panel. With a sample of this size, 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 surveyed. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

Headspace Marketing Inc. is a marketing-communication consultancy that helps clients build their brands in the Québec market. Our deep knowledge of the Québec consumer combined with our brand-building expertise provides our clients with a true competitive advantage in a market that's at times misunderstood and often underexploited.

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**Toronto, ON** – While there are many similarities between Quebecers' views of the Olympics and those of the population in the rest of Canada (ROC), there are also significant differences that should be factored in the development of Olympic-related promotional efforts in that province.

Quebecers are more likely to cheer for athletes from Quebec (53%) while only 12% of Canadians in the rest of the country say they are more interested in the performance of athletes from their own province. Likely as a result, 74% of Canadians in the ROC say that the Olympic games let them be proud of Canada while 56% of Quebecers agree.

Consistent with their desire to see Olympic efforts provide benefits closer to home, 91% of Quebecers believe Olympic sponsors should do more at the community level to encourage young people to participate in sports while 83% of Canadians in the ROC feel this way. Quebecers are also more likely (85%) to believe that Olympic sponsors should do more than financially support the Olympic games, they should support the amateur sport organizations that support our athletes. 78% of Canadians in the ROC agree with this statement.

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Quebecers also display somewhat different attitudes towards the Olympics and the definition of success. While 56% of Canadians in the ROC believe that there is no better achievement in sport than winning an Olympic gold, this percentage drops to 39% among Quebecers. Almost eight in ten Canadians in the ROC believe that the performance of Olympic athletes encourages children to participate in sports while 71% of Quebecers agree with this statement. Quebecers are also more likely (61%) to say that their enjoyment of the Olympic games is spoiled by drugs or doping issues than Canadians in the ROC (54%)

The survey also found that while 40% of Canadians say that seeing the Olympic rings on a product or service is likely to make them feel more positive towards that brand, 32% of Quebecers agree.

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