

(SEP. 2007)

Table 3-1

S3. PROVINCE
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION							AGE			GENDER		
	BC	AB	SK/MN	ON	QC	ATL	CAN EXCL QC	18-34	35-49	50-69	MALE	FEMALE	
	A	B	C	D	E	F	G	H	I	J	K	L	
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538

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Table 4-1

1_1. HOW MUCH AGREE/DISAGREE WITH STATEMENTS ABOUT THE OLYMPIC GAMES:THE PERFORMANCE OF OLYMPIC ATHLETES ENCOURAGES CHILDREN TO PARTICIPATE IN SPORT
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION							CAN EXCL QC G	AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F		18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	260 26%	21 21%	25 26%	16 22%	111 28%	68 26%	19 24%	192 26%	73 26%	85 25%	102 27%	121 26%	139 26%
(4) AGREE	498 50%	55 54%	50 53%	42 58%	187 48%	117 45%	47 60% DE	381 52%	123 44%	174 51%	201 53% H	241 52%	257 48%
(3) NEITHER AGREE NOR DISAGREE	199 20%	22 22%	14 15%	15 21%	80 21% F	59 23% F	9 12%	140 19%	68 24% J	67 20%	64 17%	75 16%	124 23% K
(2) DISAGREE	32 3%	3 3%	4 4% C	-	8 2% C	14 5% CD	3 4%	18 2% C	12 4%	10 3%	10 3%	16 3%	16 3%
(1) STRONGLY DISAGREE	11 1%	1 1%	2 2%	-	4 1% CF	4 2% CF	-	7 1% CF	6 2%	2 1%	3 1%	9 2% L	2
TOP 2 BOX	758 76%	76 75%	75 79%	58 79%	298 76%	185 71%	66 85% E	573 78% E	196 70%	259 77% H	303 80% H	362 78%	396 74%
BOTTOM 2 BOX	43 4%	4 4% C	6 6% C	-	12 3% C	18 7% CDG	3 4%	25 3% C	18 6%	12 4%	13 3%	25 5%	18 3%
MEAN	4.0	3.9	4.0	4.0	4.0	3.9	4.1	4.0	3.9	4.0	4.0 H	4.0	4.0
STANDARD DEVIATION	0.8	0.8	0.9	0.7	0.8	0.9	0.7	0.8	0.9	0.8	0.8	0.9	0.8
STANDARD ERROR	-	0.1	0.1	0.1	-	0.1	0.1	-	0.1	-	-	-	-

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Table 5-1

1_2. HOW MUCH AGREE/DISAGREE WITH STATEMENTS ABOUT THE OLYMPIC GAMES:THERE IS NO BETTER ACHIEVEMENT IN SPORT THAN WINNING AN OLYMPIC GOLD MEDAL
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	TOTAL	REGION							AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	213 21%	23 23% E	26 27% E	14 19%	97 25% E	32 12%	21 27% E	181 25% E	52 18%	82 24%	79 21%	120 26% L	93 17%
(4) AGREE	300 30%	27 26%	33 35%	29 40% E	120 31%	71 27%	20 26%	229 31%	78 28%	104 31%	118 31%	148 32%	152 28%
(3) NEITHER AGREE NOR DISAGREE	244 24%	23 23%	20 21%	17 23%	102 26%	61 23%	21 27%	183 25%	72 26%	77 23%	95 25%	110 24%	134 25%
(2) DISAGREE	180 18%	19 19%	12 13%	11 15%	53 14%	72 27% BCDFG	13 17%	108 15%	55 20%	59 17%	66 17%	63 14%	117 22% K
(1) STRONGLY DISAGREE	63 6%	10 10% C	4 4%	2 3%	18 5%	26 10% BCDFG	3 4%	37 5%	25 9% I	16 5%	22 6%	21 5%	42 8% K
TOP 2 BOX	513 51%	50 49%	59 62% E	43 59% E	217 56% E	103 39%	41 53% E	410 56% E	130 46%	186 55% H	197 52%	268 58% L	245 46%
BOTTOM 2 BOX	243 24%	29 28% D	16 17%	13 18%	71 18%	98 37% BCDFG	16 21%	145 20%	80 28%	75 22%	88 23%	84 18%	159 30% K
MEAN	3.4	3.3 E	3.7 AE	3.6 E	3.6 E	3.0	3.6 E	3.6 E	3.3	3.5 H	3.4	3.6 L	3.3
STANDARD DEVIATION	1.2	1.3	1.1	1.0	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.1	1.2
STANDARD ERROR	-	0.1	0.1	0.1	0.1	0.1	0.1	-	0.1	0.1	0.1	0.1	0.1

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Table 6-1

1_3. HOW MUCH AGREE/DISAGREE WITH STATEMENTS ABOUT THE OLYMPIC GAMES:THE OLYMPIC GAMES HAVE BECOME TOO COMMERCIALIZED
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	209 21%	39 38%	21 22%	14 19%	76 19%	50 19%	9 12%	159 22%	43 15%	70 21%	96 25%	125 27%	84 16%
		BCDEFG						F			H	L	
(4) AGREE	322 32%	34 33%	26 27%	23 32%	132 34%	77 29%	30 38%	245 33%	81 29%	105 31%	136 36%	167 36%	155 29%
												L	
(3) NEITHER AGREE NOR DISAGREE	357 36%	20 20%	37 39%	26 36%	142 36%	104 40%	28 36%	253 34%	122 43%	121 36%	114 30%	125 27%	232 43%
			A	A	A	A	A	A	J				K
(2) DISAGREE	99 10%	9 9%	9 9%	8 11%	35 9%	27 10%	11 14%	72 10%	32 11%	35 10%	32 8%	42 9%	57 11%
(1) STRONGLY DISAGREE	13 1%	-	2 2%	2 3%	5 1%	4 2%	-	9 1%	4 1%	7 2%	2 1%	3 1%	10 2%
					AF	AF		AF					
TOP 2 BOX	531 53%	73 72%	47 49%	37 51%	208 53%	127 48%	39 50%	404 55%	124 44%	175 52%	232 61%	292 63%	239 44%
		BCDEFG									HI	L	
BOTTOM 2 BOX	112 11%	9 9%	11 12%	10 14%	40 10%	31 12%	11 14%	81 11%	36 13%	42 12%	34 9%	45 10%	67 12%
MEAN	3.6	4.0	3.6	3.5	3.6	3.5	3.5	3.6	3.5	3.6	3.8	3.8	3.5
		BCDEFG									HI	L	
STANDARD DEVIATION	1.0	1.0	1.0	1.0	0.9	1.0	0.9	1.0	0.9	1.0	0.9	1.0	0.9
STANDARD ERROR	-	0.1	0.1	0.1	-	0.1	0.1	-	0.1	0.1	-	-	-

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Table 7-1

1_4. HOW MUCH AGREE/DISAGREE WITH STATEMENTS ABOUT THE OLYMPIC GAMES:THE OLYMPIC GAMES LET ME BE PROUD OF CANADA
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	TOTAL	REGION							AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	224 22%	21 21%	24 25% E	18 25%	107 27% E	39 15%	15 19%	185 25% E	57 20%	67 20%	100 26% I	96 21%	128 24%
(4) AGREE	469 47%	41 40%	55 58% ADE	37 51%	181 46%	107 41%	48 62% ADEG	362 49% E	122 43%	162 48%	185 49%	216 47%	253 47%
(3) NEITHER AGREE NOR DISAGREE	244 24%	34 33% BDFG	9 9%	17 23% B	77 20% B	92 35% BCDFG	15 19%	152 21% B	76 27%	88 26%	80 21%	112 24%	132 25%
(2) DISAGREE	41 4%	4 4% F	5 5% F	1 1%	17 4% F	14 5% CF	-	27 4% F	16 6%	14 4%	11 3%	25 5%	16 3%
(1) STRONGLY DISAGREE	22 2%	2 2%	2 2%	-	8 2% CF	10 4% CF	-	12 2% CF	11 4% J	7 2%	4 1%	13 3%	9 2%
TOP 2 BOX	693 69%	62 61%	79 83% ADEG	55 75% AE	288 74% AE	146 56%	63 81% AE	547 74% AE	179 63%	229 68%	285 75% HI	312 68%	381 71%
BOTTOM 2 BOX	63 6%	6 6% F	7 7% CF	1 1%	25 6% CF	24 9% CFG	-	39 5% CF	27 10% J	21 6%	15 4%	38 8% L	25 5%
MEAN	3.8	3.7	4.0 AE	4.0 AE	3.9 E	3.6	4.0 AE	3.9 AE	3.7	3.8	4.0 HI	3.8	3.9
STANDARD DEVIATION	0.9	0.9	0.9	0.7	0.9	0.9	0.6	0.9	1.0	0.9	0.8	0.9	0.9
STANDARD ERROR	-	0.1	0.1	0.1	-	0.1	0.1	-	0.1	-	-	-	-

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Table 8-1

1_5. HOW MUCH AGREE/DISAGREE WITH STATEMENTS ABOUT THE OLYMPIC GAMES:MY ENJOYMENT OF THE OLYMPIC GAMES IS SPOILED BY DRUGS OR DOPING ISSUES
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	221 22%	21 21%	13 14%	17 23%	82 21%	68 26% B	20 26%	153 21%	31 11%	71 21% H	119 31% HI	119 26% L	102 19%
(4) AGREE	336 34%	33 32%	34 36%	23 32%	125 32%	93 35%	28 36%	243 33%	76 27%	118 35% H	142 37% H	153 33%	183 34%
(3) NEITHER AGREE NOR DISAGREE	280 28%	30 29%	27 28%	19 26%	115 29%	68 26%	21 27%	212 29%	98 35% J	104 31% J	78 21%	115 25%	165 31% K
(2) DISAGREE	132 13%	15 15%	18 19% E	12 16%	53 14%	26 10%	8 10%	106 14%	60 21% IJ	36 11%	36 9%	60 13%	72 13%
(1) STRONGLY DISAGREE	31 3%	3 3%	3 3%	2 3%	15 4%	7 3%	1 1%	24 3%	17 6% IJ	9 3%	5 1%	15 3%	16 3%
TOP 2 BOX	557 56%	54 53%	47 49%	40 55%	207 53%	161 61% BDG	48 62%	396 54%	107 38%	189 56% H	261 69% HI	272 59%	285 53%
BOTTOM 2 BOX	163 16%	18 18%	21 22% E	14 19%	68 17%	33 13%	9 12%	130 18% E	77 27% IJ	45 13%	41 11%	75 16%	88 16%
MEAN	3.6	3.5	3.4	3.6	3.5	3.7 BDG	3.7 B	3.5	3.2	3.6 H	3.9 HI	3.7	3.5
STANDARD DEVIATION	1.1	1.1	1.0	1.1	1.1	1.0	1.0	1.1	1.1	1.0	1.0	1.1	1.0
STANDARD ERROR	-	0.1	0.1	0.1	0.1	0.1	0.1	-	0.1	0.1	0.1	0.1	-

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Table 9-1

1_6. HOW MUCH AGREE/DISAGREE WITH STATEMENTS ABOUT THE OLYMPIC GAMES:MORE SHOULD BE DONE TO PROMOTE THE PARALYMPIC GAMES
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	TOTAL	REGION							AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	272 27%	26 25%	20 21%	14 19%	110 28%	80 31%	22 28%	192 26%	57 20%	86 25%	129 34%	107 23%	165 31%
						C					HI		K
(4) AGREE	422 42%	39 38%	45 47%	42 58%	162 42%	92 35%	42 54%	330 45%	123 44%	148 44%	151 40%	192 42%	230 43%
			E	ADEG			ADE	E					
(3) NEITHER AGREE NOR DISAGREE	260 26%	33 32%	27 28%	17 23%	97 25%	73 28%	13 17%	187 25%	80 28%	91 27%	89 23%	133 29%	127 24%
		F				F							
(2) DISAGREE	34 3%	4 4%	1 1%	-	15 4%	13 5%	1 1%	21 3%	15 5%	9 3%	10 3%	20 4%	14 3%
		C			C	BCF		C					
(1) STRONGLY DISAGREE	12 1%	-	2 2%	-	6 2%	4 2%	-	8 1%	7 2%	4 1%	1	10 2%	2
					ACF	ACF		ACF	J			L	
TOP 2 BOX	694 69%	65 64%	65 68%	56 77%	272 70%	172 66%	64 82%	522 71%	180 64%	234 69%	280 74%	299 65%	395 73%
							ABDEG				H		K
BOTTOM 2 BOX	46 5%	4 4%	3 3%	-	21 5%	17 6%	1 1%	29 4%	22 8%	13 4%	11 3%	30 6%	16 3%
		C			CF	CF		C	IJ			L	
MEAN	3.9	3.9	3.8	4.0	3.9	3.9	4.1	3.9	3.7	3.9	4.0	3.8	4.0
							ABEG			H	HI		K
STANDARD DEVIATION	0.9	0.8	0.8	0.7	0.9	1.0	0.7	0.8	0.9	0.9	0.8	0.9	0.8
STANDARD ERROR	-	0.1	0.1	0.1	-	0.1	0.1	-	0.1	-	-	-	-

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Table 10-1

1. HOW MUCH AGREE/DISAGREE WITH STATEMENTS ABOUT THE OLYMPIC GAMES:MEAN SUMMARY
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
THE PERFORMANCE OF OLYMPIC ATHLETES ENCOURAGES CHILDREN TO PARTICIPATE IN SPORT	4.0	3.9	4.0	4.0	4.0	3.9	4.1	4.0	3.9	4.0	4.0 H	4.0	4.0
THERE IS NO BETTER ACHIEVEMENT IN SPORT THAN WINNING AN OLYMPIC GOLD MEDAL	3.4	3.3 E	3.7 AE	3.6 E	3.6 E	3.0	3.6 E	3.6 E	3.3	3.5 H	3.4	3.6 L	3.3
THE OLYMPIC GAMES HAVE BECOME TOO COMMERCIALIZED	3.6	4.0 BCDEFG	3.6	3.5	3.6	3.5	3.5	3.6	3.5	3.6	3.8 HI	3.8 L	3.5
THE OLYMPIC GAMES LET ME BE PROUD OF CANADA	3.8	3.7	4.0 AE	4.0 AE	3.9 E	3.6	4.0 AE	3.9 AE	3.7	3.8	4.0 HI	3.8	3.9
MY ENJOYMENT OF THE OLYMPIC GAMES IS SPOILED BY DRUGS OR DOPING ISSUES	3.6	3.5	3.4	3.6	3.5	3.7 BDG	3.7 B	3.5	3.2	3.6 H	3.9 HI	3.7	3.5
MORE SHOULD BE DONE TO PROMOTE THE PARALYMPIC GAMES	3.9	3.9	3.8	4.0	3.9	3.9	4.1 ABEG	3.9	3.7	3.9 H	4.0 HI	3.8	4.0 K

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Table 11-1

2_1. EXTENT AGREE/DISAGREE WITH EACH OF THESE STATEMENTS REGARDING OLYMPIC GAMES AND ITS PARTNERS OR SPONSORS:SPONSORS PROVIDE VITAL SUPPORT AND FUNDING TO HELP ENSURE THE OLYMPIC GAMES TAKE PLACE
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION							AGE			GENDER		
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	341 34%	23 23%	33 35%	18 25%	134 34%	111 42% A ACDFG	22 28%	230 31%	90 32%	115 34%	136 36%	146 32%	195 36%
(4) AGREE	536 54%	63 62% BE	44 46%	45 62% BE	210 54%	128 49%	46 59%	408 55%	151 54%	187 55%	198 52%	252 55%	284 53%
(3) NEITHER AGREE NOR DISAGREE	105 11%	15 15% E	18 19% DE	9 12%	40 10% E	13 5%	10 13%	92 12% E	30 11%	32 9%	43 11%	52 11%	53 10%
(2) DISAGREE	13 1%	1 1%	-	1 1%	5 1% BF	6 2% BF	-	7 1% BF	8 3% J	3 1%	2 1%	8 2%	5 1%
(1) STRONGLY DISAGREE	5 1%	-	-	-	1	4 2% ABCF	-	1	3 1%	1	1	4 1%	1
TOP 2 BOX	877 88%	86 84%	77 81%	63 86%	344 88%	239 91% BG	68 87%	638 86%	241 85%	302 89%	334 88%	398 86%	479 89%
BOTTOM 2 BOX	18 2%	1 1%	-	1 1%	6 2% BF	10 4% BFG	-	8 1% BF	11 4% IJ	4 1%	3 1%	12 3%	6 1%
MEAN	4.2	4.1	4.2	4.1	4.2	4.3 ACG	4.2	4.2	4.1	4.2	4.2	4.1	4.2 K
STANDARD DEVIATION	0.7	0.6	0.7	0.6	0.7	0.8	0.6	0.7	0.8	0.7	0.7	0.7	0.7
STANDARD ERROR	-	0.1	0.1	0.1	-	-	0.1	-	-	-	-	-	-

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Table 12-1

2_2. EXTENT AGREE/DISAGREE WITH EACH OF THESE STATEMENTS REGARDING OLYMPIC GAMES AND ITS PARTNERS OR SPONSORS:KNOWING A COMPANY IS A SPONSOR OF THE OLYMPIC GAMES WOULD MAKE ME MORE LIKELY TO CONSIDER THEIR PRODUCTS OR SERVICES
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	94 9%	10 10%	9 9%	5 7%	37 9%	27 10%	6 8%	67 9%	14 5%	27 8%	53 14%	37 8%	57 11%
(4) AGREE	269 27%	22 22%	26 27%	22 30%	104 27%	70 27%	25 32%	199 27%	70 25%	87 26%	112 29%	127 27%	142 26%
(3) NEITHER AGREE NOR DISAGREE	405 41%	41 40%	38 40%	33 45%	161 41%	95 36%	37 47%	310 42%	108 38%	150 44%	147 39%	173 37%	232 43%
(2) DISAGREE	183 18%	25 25%	18 19%	12 16%	67 17%	52 20%	9 12%	131 18%	65 23%	63 19%	55 14%	98 21%	85 16%
(1) STRONGLY DISAGREE	49 5%	4 4%	4 4%	1 1%	21 5%	18 7%	1 1%	31 4%	25 9%	11 3%	13 3%	27 6%	22 4%
TOP 2 BOX	363 36%	32 31%	35 37%	27 37%	141 36%	97 37%	31 40%	266 36%	84 30%	114 34%	165 43%	164 35%	199 37%
BOTTOM 2 BOX	232 23%	29 28%	22 23%	13 18%	88 23%	70 27%	10 13%	162 22%	90 32%	74 22%	68 18%	125 27%	107 20%
MEAN	3.2	3.1	3.2	3.2	3.2	3.1	3.3	3.2	2.9	3.2	3.4	3.1	3.2
STANDARD DEVIATION	1.0	1.0	1.0	0.9	1.0	1.1	0.8	1.0	1.0	0.9	1.0	1.0	1.0
STANDARD ERROR	-	0.1	0.1	0.1	0.1	0.1	0.1	-	0.1	0.1	0.1	-	-

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Table 13-1

2_3. EXTENT AGREE/DISAGREE WITH EACH OF THESE STATEMENTS REGARDING OLYMPIC GAMES AND ITS PARTNERS OR SPONSORS:SEEING THE OLYMPIC RINGS ON A PRODUCT OR SERVICE IS LIKELY TO MAKE ME FEEL MORE POSITIVE TOWARDS THAT BRAND
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	83 8%	10 10%	11 12%	5 7%	31 8%	19 7%	7 9%	64 9%	18 6%	21 6%	44 12%	32 7%	51 9%
(4) AGREE	297 30%	19 19%	35 37% AE	19 26% B	130 33% AE	66 25%	28 36% A	231 31% A	69 24%	107 32% H	121 32% H	133 29%	164 30%
(3) NEITHER AGREE NOR DISAGREE	391 39%	50 49% BD	28 29%	34 47% B	146 37%	103 39%	30 38%	288 39%	106 38%	142 42%	143 38%	174 38%	217 40%
(2) DISAGREE	182 18%	16 16%	16 17%	14 19%	68 17%	56 21%	12 15%	126 17%	63 22% J	59 17%	60 16%	97 21% L	85 16%
(1) STRONGLY DISAGREE	47 5%	7 7% F	5 5%	1 1%	15 4%	18 7% CF	1 1%	29 4%	26 9% IJ	9 3%	12 3%	26 6%	21 4%
TOP 2 BOX	380 38%	29 28%	46 48% ACE	24 33%	161 41% AE	85 32%	35 45% A	295 40% AE	87 31%	128 38%	165 43% H	165 36%	215 40%
BOTTOM 2 BOX	229 23%	23 23%	21 22%	15 21%	83 21%	74 28% DFG	13 17%	155 21%	89 32% IJ	68 20%	72 19%	123 27% L	106 20%
MEAN	3.2	3.1	3.3 E	3.2	3.2 E	3.0	3.4 E	3.2 E	3.0	3.2 H	3.3 H	3.1	3.3 K
STANDARD DEVIATION	1.0	1.0	1.1	0.9	1.0	1.0	0.9	1.0	1.0	0.9	1.0	1.0	1.0
STANDARD ERROR	-	0.1	0.1	0.1	-	0.1	0.1	-	0.1	-	0.1	-	-

(SEP. 2007)

Table 14-1

2_4. EXTENT AGREE/DISAGREE WITH EACH OF THESE STATEMENTS REGARDING OLYMPIC GAMES AND ITS PARTNERS OR SPONSORS:OLYMPIC SPONSORS SHOULD DO MORE THAN FINANCIALLY SUPPORT THE OLYMPIC GAMES, THEY SHOULD SUPPORT THE AMATEUR SPORT ORGANIZATIONS THAT SUPPORT OUR ATHLETES
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	329 33%	38 37%	25 26%	19 26%	132 34%	95 36%	20 26%	234 32%	79 28%	107 32%	143 38%	155 34%	174 32%
(4) AGREE	468 47%	43 42%	48 51%	36 49%	169 43%	129 49%	43 55%	339 46%	144 51%	160 47%	164 43%	217 47%	251 47%
(3) NEITHER AGREE NOR DISAGREE	176 18%	18 18%	20 21% E	16 22% E	77 20% E	30 11%	15 19%	146 20% E	49 17%	66 20%	61 16%	72 16%	104 19%
(2) DISAGREE	19 2%	3 3%	-	2 3%	10 3% BF	4 2% BF	-	15 2% BF	5 2%	4 1%	10 3%	12 3%	7 1%
(1) STRONGLY DISAGREE	8 1%	-	2 2%	-	2 1%	4 2% ACF	-	4 1% ACF	5 2%	1	2 1%	6 1%	2
TOP 2 BOX	797 80%	81 79%	73 77%	55 75%	301 77%	224 85% DG	63 81%	573 78%	223 79%	267 79%	307 81%	372 81%	425 79%
BOTTOM 2 BOX	27 3%	3 3%	2 2%	2 3%	12 3% F	8 3% F	-	19 3% F	10 4%	5 1%	12 3%	18 4% L	9 2%
MEAN	4.1	4.1	4.0	4.0	4.1	4.2	4.1	4.1	4.0	4.1	4.1	4.1	4.1
STANDARD DEVIATION	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8
STANDARD ERROR	-	0.1	0.1	0.1	-	-	0.1	-	-	-	-	-	-

(SEP. 2007)

Table 15-1

2_5. EXTENT AGREE/DISAGREE WITH EACH OF THESE STATEMENTS REGARDING OLYMPIC GAMES AND ITS PARTNERS OR SPONSORS:OLYMPIC SPONSORS SHOULD DO MORE AT THE COMMUNITY LEVEL TO ENCOURAGE YOUNG PEOPLE TO PARTICIPATE IN SPORTS
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	379 38%	44 43% B	26 27%	22 30%	134 34%	127 48% BCDFG	26 33%	252 34%	102 36%	128 38%	149 39%	177 38%	202 38%
(4) AGREE	469 47%	38 37%	48 51%	38 52%	187 48% A	112 43%	46 59% AE	357 48% A	134 48%	160 47%	175 46%	209 45%	260 48%
(3) NEITHER AGREE NOR DISAGREE	127 13%	18 18% EF	17 18% EF	10 14%	58 15% EF	18 7%	6 8%	109 15% EF	38 13%	43 13%	46 12%	62 13%	65 12%
(2) DISAGREE	17 2%	2 2%	2 2%	2 3%	9 2% F	2 1%	-	15 2% F	3 1%	6 2%	8 2%	8 2%	9 2%
(1) STRONGLY DISAGREE	8 1%	-	2 2%	1 1%	2 1%	3 1%	-	5 1% AF	5 2%	1	2 1%	6 1%	2
TOP 2 BOX	848 85%	82 80%	74 78%	60 82%	321 82%	239 91% ABDG	72 92% ABDG	609 83%	236 84%	288 85%	324 85%	386 84%	462 86%
BOTTOM 2 BOX	25 3%	2 2%	4 4% F	3 4%	11 3% F	5 2% F	-	20 3% F	8 3%	7 2%	10 3%	14 3%	11 2%
MEAN	4.2	4.2	4.0	4.1	4.1	4.4 BCDG	4.3 B	4.1	4.2	4.2	4.2	4.2	4.2
STANDARD DEVIATION	0.8	0.8	0.9	0.8	0.8	0.7	0.6	0.8	0.8	0.7	0.8	0.8	0.7
STANDARD ERROR	-	0.1	0.1	0.1	-	-	0.1	-	-	-	-	-	-

(SEP. 2007)

Table 16-1

2_6. EXTENT AGREE/DISAGREE WITH EACH OF THESE STATEMENTS REGARDING OLYMPIC GAMES AND ITS PARTNERS OR SPONSORS: I EXPECT OLYMPIC SPONSORS TO PROMOTE OLYMPIC VALUES AND IDEALS WHEN THEY ADVERTISE THEIR PRODUCTS AND SERVICES
 BASE: TOTAL INTERVIEWS

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
(5) STRONGLY AGREE	324 32%	34 33%	33 35%	23 32%	131 34%	79 30%	24 31%	245 33%	70 25%	98 29%	156 41%	148 32%	176 33%
(4) AGREE	438 44%	45 44%	39 41%	37 51%	161 41%	115 44%	41 53%	323 44%	120 43%	155 46%	163 43%	209 45%	229 43%
(3) NEITHER AGREE NOR DISAGREE	205 21%	23 23%	19 20%	13 18%	81 21%	57 22%	12 15%	148 20%	79 28% J	74 22% J	52 14%	88 19%	117 22%
(2) DISAGREE	25 3%	-	4 4% AC	-	13 3% AC	7 3% AC	1 1%	18 2% AC	9 3%	9 3%	7 2%	12 3%	13 2%
(1) STRONGLY DISAGREE	8 1%	-	-	-	4 1% ABCF	4 2% ABCF	-	4 1% ABCF	4 1%	2 1%	2 1%	5 1%	3 1%
TOP 2 BOX	762 76%	79 77%	72 76%	60 82%	292 75%	194 74%	65 83%	568 77%	190 67%	253 75% H	319 84% HI	357 77%	405 75%
BOTTOM 2 BOX	33 3%	-	4 4% AC	-	17 4% AC	11 4% AC	1 1%	22 3% AC	13 5%	11 3%	9 2%	17 4%	16 3%
MEAN	4.0	4.1	4.1	4.1	4.0	4.0	4.1	4.1	3.9	4.0 H	4.2 HI	4.0	4.0
STANDARD DEVIATION	0.8	0.7	0.8	0.7	0.9	0.9	0.7	0.8	0.9	0.8	0.8	0.8	0.8
STANDARD ERROR	-	0.1	0.1	0.1	-	0.1	0.1	-	0.1	-	-	-	-

(SEP. 2007)

Table 17-1

2. EXTENT AGREE/DISAGREE WITH EACH OF THESE STATEMENTS REGARDING OLYMPIC GAMES AND ITS PARTNERS OR SPONSORS:MEAN SUMMARY
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	TOTAL	REGION							AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
SPONSORS PROVIDE VITAL SUPPORT AND FUNDING TO HELP ENSURE THE OLYMPIC GAMES TAKE PLACE	4.2	4.1	4.2	4.1	4.2	4.3 ACG	4.2	4.2	4.1	4.2	4.2	4.1	4.2 K
KNOWING A COMPANY IS A SPONSOR OF THE OLYMPIC GAMES WOULD MAKE ME MORE LIKELY TO CONSIDER THEIR PRODUCTS OR SERVICES	3.2	3.1	3.2	3.2	3.2	3.1	3.3	3.2	2.9	3.2 H	3.4 HI	3.1	3.2 K
SEEING THE OLYMPIC RINGS ON A PRODUCT OR SERVICE IS LIKELY TO MAKE ME FEEL MORE POSITIVE TOWARDS THAT BRAND	3.2	3.1	3.3 E	3.2	3.2 E	3.0	3.4 E	3.2 E	3.0	3.2 H	3.3 H	3.1	3.3 K
OLYMPIC SPONSORS SHOULD DO MORE THAN FINANCIALLY SUPPORT THE OLYMPIC GAMES, THEY SHOULD SUPPORT THE AMATEUR SPORT ORGANIZATIONS THAT SUPPORT OUR ATHLETES	4.1	4.1	4.0	4.0	4.1	4.2	4.1	4.1	4.0	4.1	4.1 H	4.1	4.1
OLYMPIC SPONSORS SHOULD DO MORE AT THE COMMUNITY LEVEL TO ENCOURAGE YOUNG PEOPLE TO PARTICIPATE IN SPORTS	4.2	4.2	4.0	4.1	4.1	4.4 BCDG	4.3 B	4.1	4.2	4.2	4.2	4.2	4.2
I EXPECT OLYMPIC SPONSORS TO PROMOTE OLYMPIC VALUES AND IDEALS WHEN THEY ADVERTISE THEIR PRODUCTS AND SERVICES	4.0	4.1	4.1	4.1	4.0	4.0	4.1	4.1	3.9	4.0 H	4.2 HI	4.0	4.0

(SEP. 2007)

Table 18-1

3. MORE INTERESTED IN PERFORMANCE OF CANADIAN ATHLETES IN GENERAL/ATHLETES FROM OWN PROVINCE
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	TOTAL	REGION							AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
CANADIAN ATHLETES IN GENERAL	771	87	82	60	354	124	64	647	195	272	304	358	413
	77%	85%	86%	82%	91%	47%	82%	88%	69%	80%	80%	77%	77%
		E	E	E	E		E	E		H	H		
ATHLETES FROM MY OWN PROVINCE	229	15	13	13	36	138	14	91	87	66	76	104	125
	23%	15%	14%	18%	9%	53%	18%	12%	31%	20%	20%	23%	23%
						ABCD	FG		IJ				

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Table 19-1

4. FAVOURITE WINTER OLYMPIC SPORTS
BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION								AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F	CAN EXCL QC G	18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
	13%	22% CEF	17% EF	10%	15% EF	7%	6%	15% EF	12%	15%	12%	13%	12%
SHORT TRACK	66 7%	6 6%	1 1%	4 5%	17 4% B	37 14% ABCDFG	1 1%	29 4% B	19 7%	26 8%	21 6%	45 10% L	21 4%
BIATHLON	53 5%	5 5%	4 4%	1 1%	25 6% C	11 4%	7 9% C	42 6% C	8 3%	24 7% H	21 6%	39 8% L	14 3%
CROSS-COUNTRY SKIING	39 4%	6 6%	1 1%	2 3%	15 4%	11 4%	4 5%	28 4% B	4 1%	14 4% H	21 6% H	19 4%	20 4%
NORDIC COMBINES	35 4%	7 7% C	2 2%	-	15 4% C	9 3% C	2 3%	26 4% C	4 1%	12 4%	19 5% H	25 5% L	10 2%
SKELETON	20 2%	2 2%	-	3 4%	8 2% B	5 2% B	2 3%	15 2% B	12 4% J	8 2% J	-	13 3%	7 1%

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Table 20-1

5. THINK IT WOULD BE AN HONOUR TO CARRY OLYMPIC TORCH FOR CANADA
 BASE:TOTAL INTERVIEWS

PROPORTIONS/MEANS:COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L

	REGION							CAN EXCL QC G	AGE			GENDER	
	TOTAL	BC A	AB B	SK/MN C	ON D	QC E	ATL F		18-34 H	35-49 I	50-69 J	MALE K	FEMALE L
UNWEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
WEIGHTED BASE	1000	102	95	73	390	262	78	738	282	338	380	462	538
YES	931	94	91	71	368	230	77	701	254	318	359	428	503
	93%	92%	96%	97%	94%	88%	99%	95%	90%	94%	94%	93%	93%
			E	E	E		ADEG	E			H		
NO	69	8	4	2	22	32	1	37	28	20	21	34	35
	7%	8%	4%	3%	6%	12%	1%	5%	10%	6%	6%	7%	7%
		F			F	BCDFG		F	J				