



Participation In and Benefits of Amateur Sport

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Research Objectives and Methodology



Research Objectives and Methodology

- The Department of Canadian Heritage wished to measure the extent to which Canadians participate in amateur sport in various forms, including coaching, officiating, administration and as an athlete / participant. As well, they wanted to understand whether Canadians link athletic success and hosting international sport events with national pride.
- Using Decima's monthly teleVox service, a national telephone survey was conducted with 2,027 Canadian households.
- Data collection was conducted in between February 12 and 22, 2004.
- The associated statistical margin of error (at a 95% level of confidence) for each question asked to all respondents is $\pm 2.2\%$. For the conditional questions in Q1, the following margins of error are applicable:
 - D1A2 n = 94 $\pm 10.1 \%$
 - D1B2 n = 64 $\pm 12.3 \%$
 - D1C2 n = 223 $\pm 6.6 \%$
 - D1D2 n = 475 $\pm 4.5 \%$



Research Objectives and Methodology

- The regional distribution of the interviews, along with their associated margins of error, are outlined below:

		<u>Error Interval</u>
Atlantic	205 interviews	+/- 6.8%
Quebec	504 interviews	+/- 4.4 %
Ontario	657 interviews	+/- 3.8 %
Manitoba/Saskatchewan	207 interviews	+/- 6.8 %
Alberta	201 interviews	+/- 6.9 %
<u>British Columbia</u>	<u>253 interviews</u>	<u>+/- 6.2 %</u>
Total Canada	2,027 interviews	+/- 2.2%

- It is important to note that the margins of error outlined in this section should be considered the maximum margins associated with affirmative responses of 50%. The margins of error will vary based on a variety of factors from question to question based on sample size and the actual percent to which the margin of error is being associated. For instance, the margin of error associated with a question where 50% of respondents answered in the affirmative will differ from a question where 15% of respondents answered in the affirmative (assuming the same sample size for both questions.)



Research Objectives and Methodology

- Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are instilled to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montreal.
- The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to Census data.



Detailed Results

Percentages may not sum to one hundred due to rounding



Participation as a Coach



Participation as a Coach

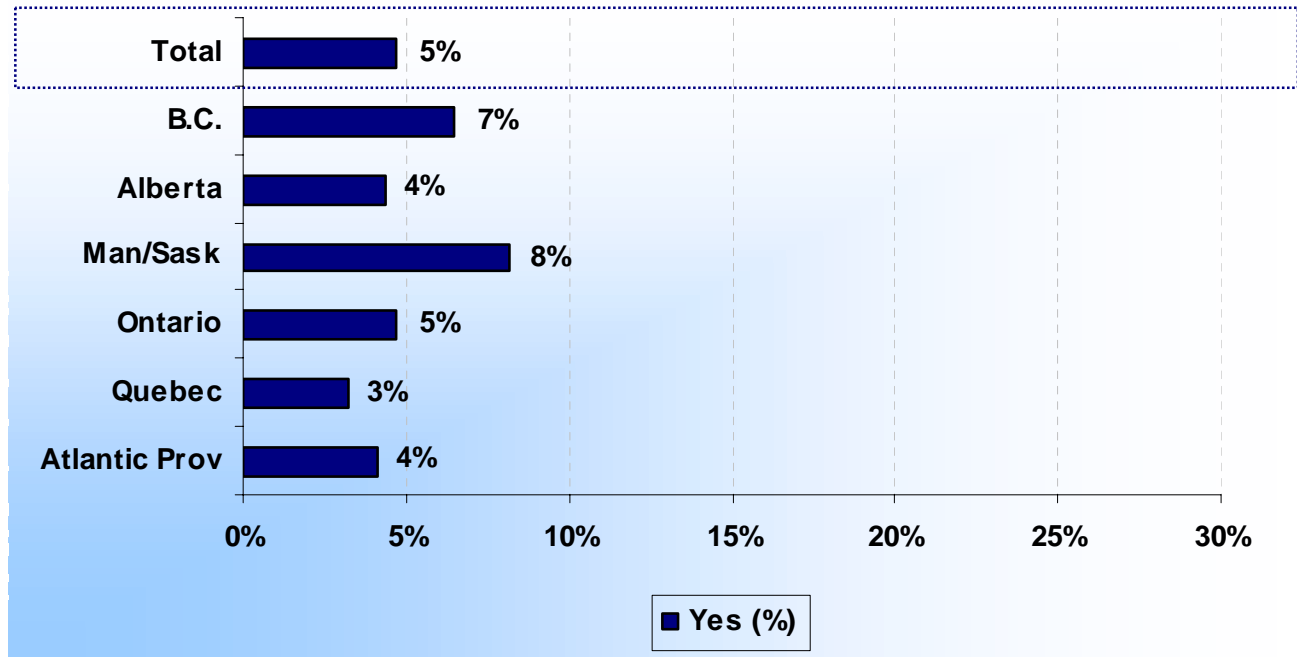
Questions Posed

- D1a1. *During the past 12 months, have you been involved in amateur sport as a coach?*
- D1a2. *If yes, is / was this a volunteer position?*



Participation as a Coach by Region

- Approximately one out of every twenty Canadians have participated in amateur sport as a coach during the past 12 months.
- Results across the country are relatively consistent. The only notable difference is that Manitoba and Saskatchewan respondents were significantly more likely to participate as a coach during the past 12 months (8%) compared to those in Quebec (3%).



Question D1a1: During the past 12 months, have you been involved in amateur sport as a coach?

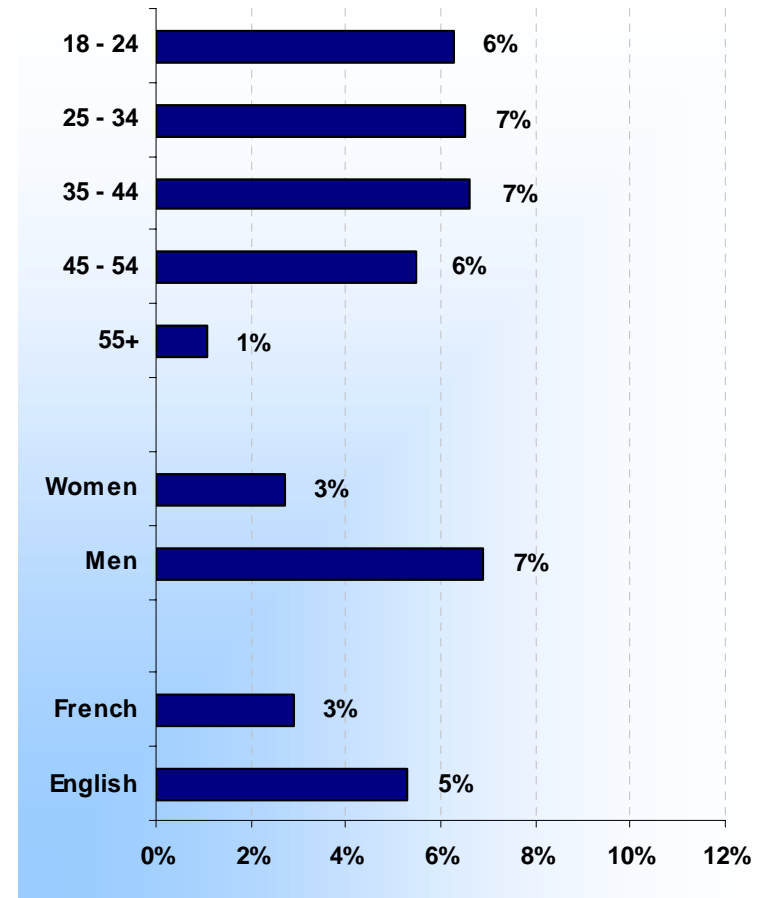
Base: All (n=2,027)



Participation as a Coach

(% that have been involved as a coach)

- Participation levels among individuals between the ages of 18 and 54 are relatively similar. Individuals 55 years of age or older are much less likely to participate as a coach.
- 7% of men indicated that they were involved in amateur sport as a coach during the past 12 months. Women were significantly less likely to coach at 3%.
- Anglophones (5%) were more likely to indicate that they participated as a coach compared to Francophones (3%) – which is consistent with the regional results on the previous page which showed respondents in Quebec were generally less likely to be involved in amateur sport as a coach.



Question D1a1: During the past 12 months, have you been involved in amateur sport as a coach?

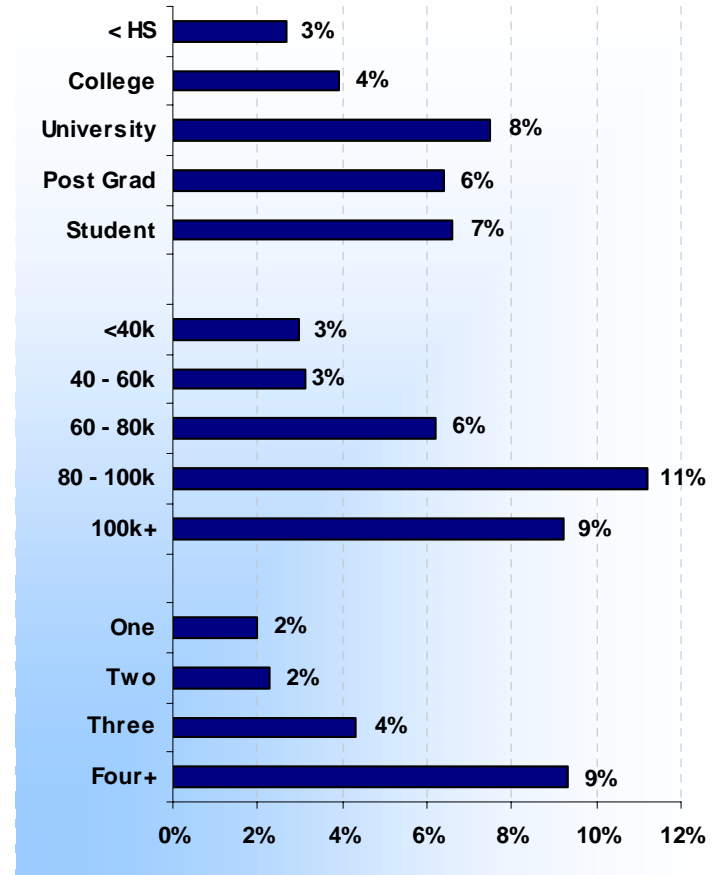
Base: All (n=2,027)



Participation as a Coach

(% that have been involved as a coach)

- Respondents with a university education (8%) were more likely to have participated as a coach when compared to respondents with high school- (3%) or college- level education (4%).
- Respondents with a household income of \$60,000 or greater were more likely to participate as a coach when compared to respondents with a household income under \$60,000.
- Respondents living in a household of four or more individuals (9%) were more likely to participate in amateur sport as a coach compared to those living in a household of one (2%), two (2%), or three (4%) individuals.



Question D1a1: During the past 12 months, have you been involved in amateur sport as a coach?

Base: All (n=2,027)

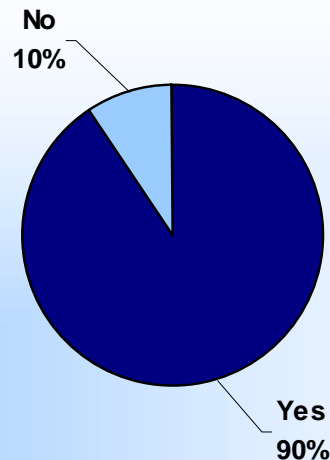


Volunteering for a Coaching Position

(% that volunteered as coach)

Caution: Small sample size

- Nearly all Canadians who have participated in amateur sport as a coach during the past 12 months have done so as volunteers. Overall, 90% of amateur sport coaches did so as volunteers. It should be noted that these results are based on a total sample size of 94 respondents and should be considered directional in nature given the inherent margin of error associated with this kind of sample size.



Question D1a2: *Is/was this a volunteer position?*

Base: *Those who have participated in amateur sport as a coach in the past 12 months (n=94)*



Participation as a Referee, Official, or Umpire



Participation as a Referee, Official, or Umpire

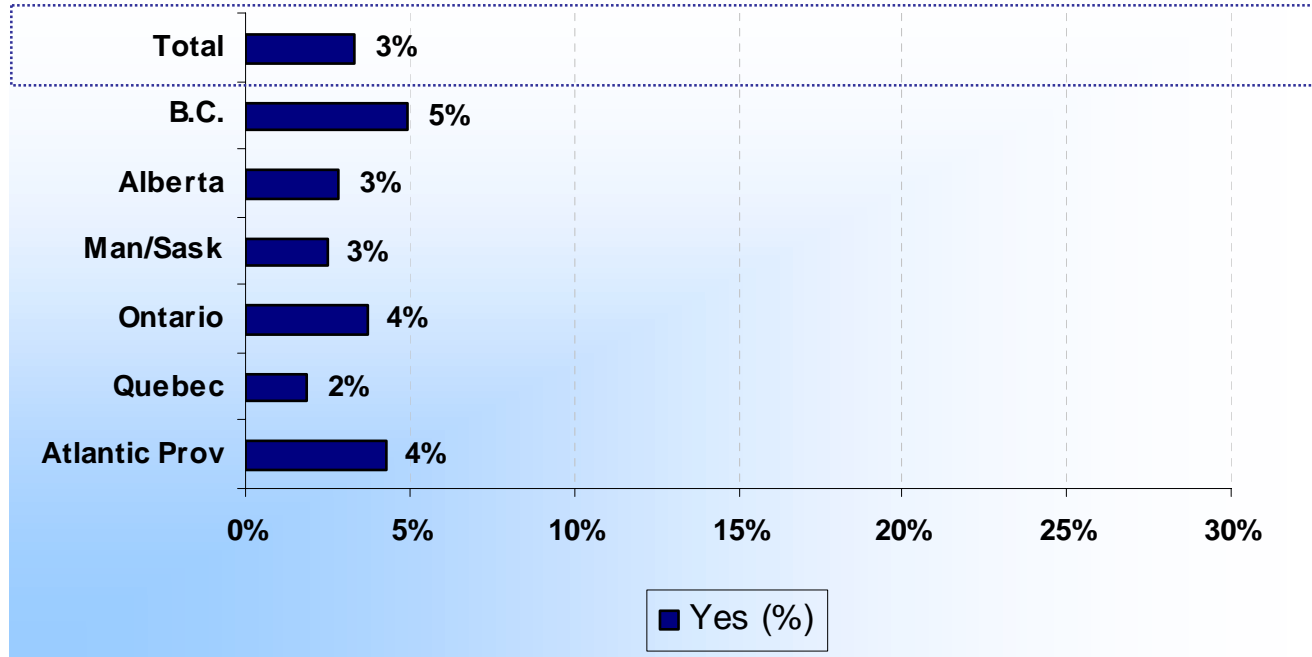
Questions Posed

- D1b1. During the past 12 months, have you been involved in amateur sport as a referee, official, or umpire?*
- D1b2. If yes, is / was this a volunteer position?*



Participation as a Referee, Official, or Umpire by Region

- Approximately 3% of all respondents indicated that they have been involved in amateur sport as a referee, official or umpire during the past 12 months.
- Participation levels were found to be relatively consistent across the country.



Question D1b1: During the past 12 months, have you been involved in amateur sport as a referee, official, or umpire?

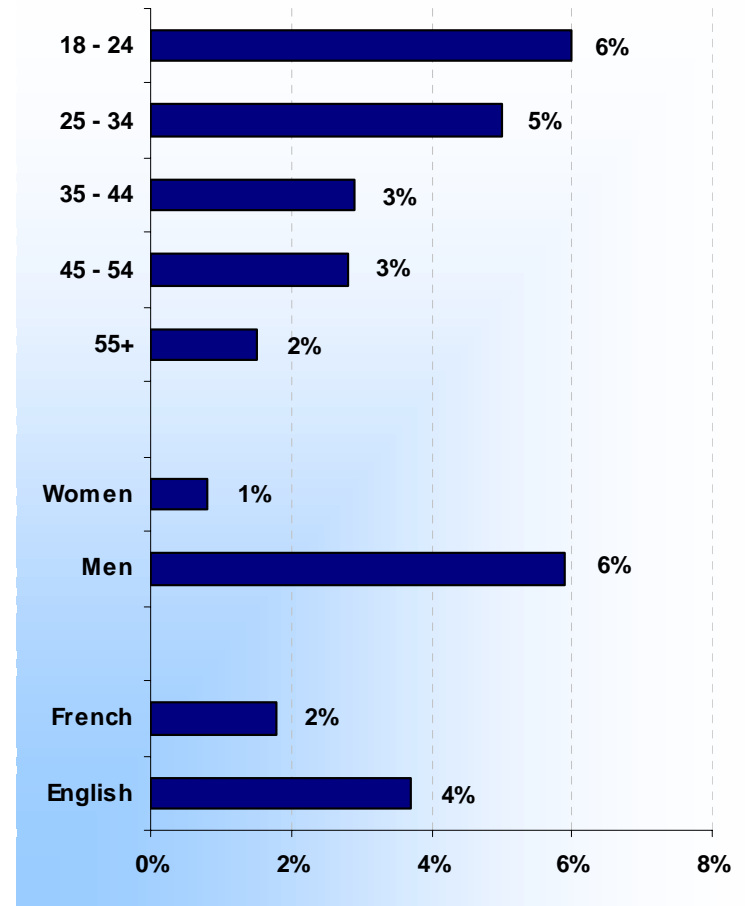
Base: All (n=2,027)



Participation as a Referee, Official, or Umpire

(% that have been involved as a referee, official, or umpire)

- Respondents 18 to 34 years of age were more likely to have participated in officiating activities than those 55 years of age or older (6% vs. 2%).
- Men (6%) were much more likely to have participated in officiating activities compared to women (1%).
- Anglophones were twice as likely to have participated in officiating activities than Francophones.



Question D1b1: During the past 12 months, have you been involved in amateur sport as a referee, official, or umpire?

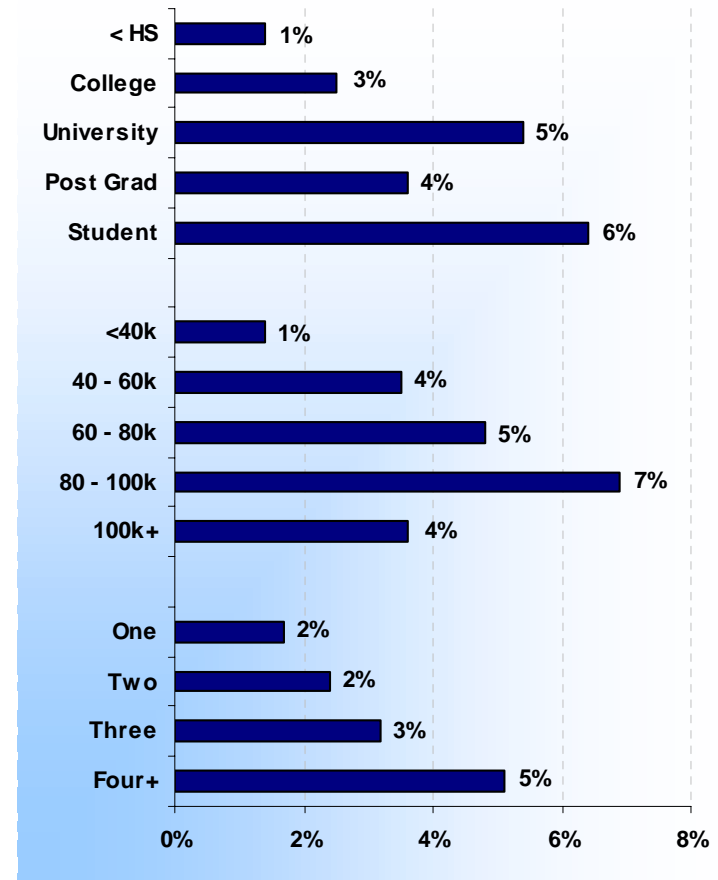
Base: All (n=2,027)



Participation as a Referee, Official, or Umpire

(% that have been involved as a referee, official, or umpire)

- Active students (6%) and respondents with a university education (5%) were more likely to have participated in officiating activities than were those with a high school (1%) or college (3%) education.
- Respondents from a household earning less than \$40,000 (1%) were less likely to have participated in officiating activities than those earning between \$40,000 and \$100,000.
- Respondents from households of four or more individuals were more likely to have participated as a referee, official or umpire compared to households of only one or two individuals.



Question D1b1: During the past 12 months, have you been involved in amateur sport as a referee, official, or umpire?

Base: All (n=2,027)

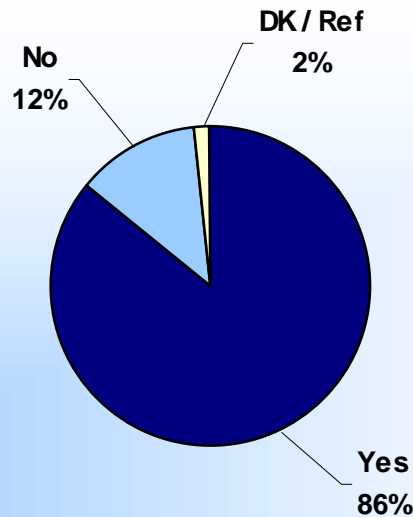


Volunteering to Referee, Officiate or Umpire

(% that have volunteered for an officiating position)

Caution: Small sample size

- Overall, 86% of amateur sport referees, officials and umpires volunteered for the position. It should be noted that these results are based on a total sample size of 64 respondents and should be considered directional in nature given the inherent margin of error associated with this kind of sample size.



Question D1b2: *Is / was this a volunteer position?*

Base: *Those who have participated in amateur sport as a referee, official, or umpire in the past 12 months (n = 64)*



Participation as an Administrator or Helper



Participation as an Administrator or Helper

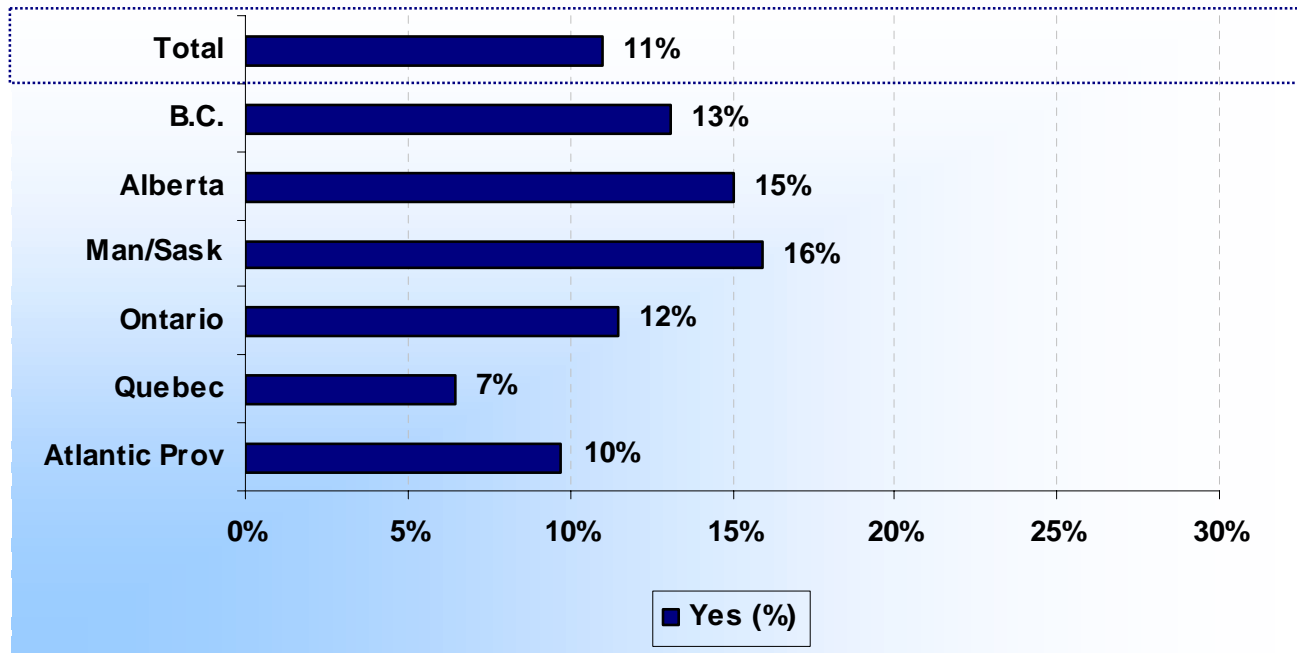
Questions Posed

- D1c1. During the past 12 months, have you been involved in amateur sport as an administrator or helper?*
- D1c2. If yes, is / was this a volunteer position?*



Participation as an Administrator or Helper by Region

- A total of 11% of all respondents indicated having participated in amateur sport as an administrator or helper during the past 12 months.
- Respondents in Quebec (7%) were less likely to have participated as an administrator or helper when directly compared to those in Ontario (12%), Manitoba/Saskatchewan (16%), Alberta (15%), and British Columbia (13%).



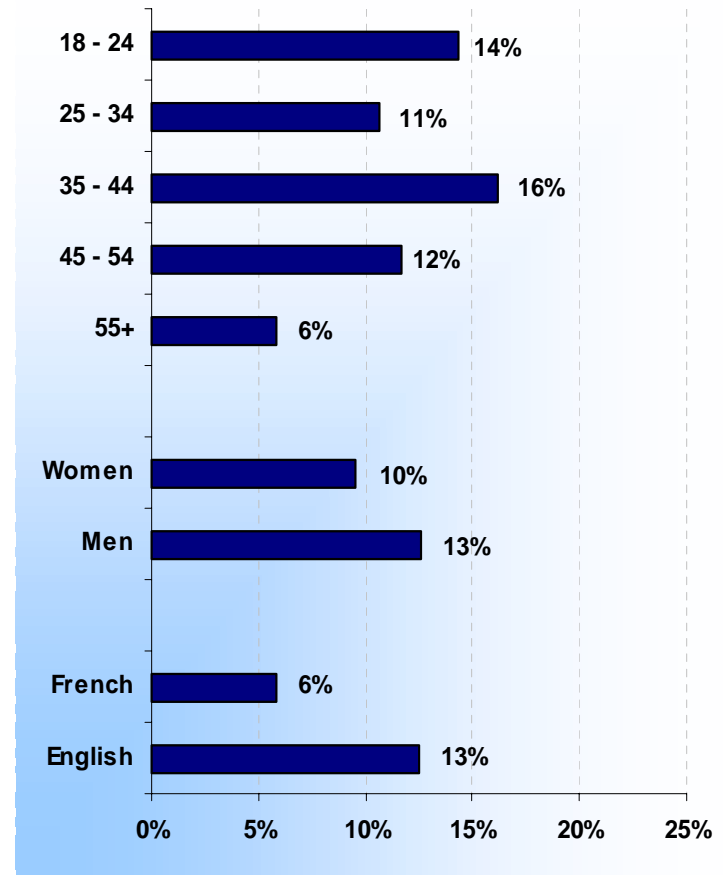
Question D1c1: During the past 12 months, have you been involved in amateur sport as an administrator or helper?
Base: All (n=2,027)



Participation as an Administrator or Helper

(% that have been involved as an administrator or helper)

- Respondents in the 55+ age bracket (6%) were less likely to have participated as an administrator or helper compared to younger respondents.
- Men (13%) were slightly more likely to have participated in an administrative role than women (10%).
- Similarly, Anglophones (13%) were more likely to have participated in an administrative role than Francophones (6%).



Question D1c1: During the past 12 months, have you been involved in amateur sport as an administrator or helper?

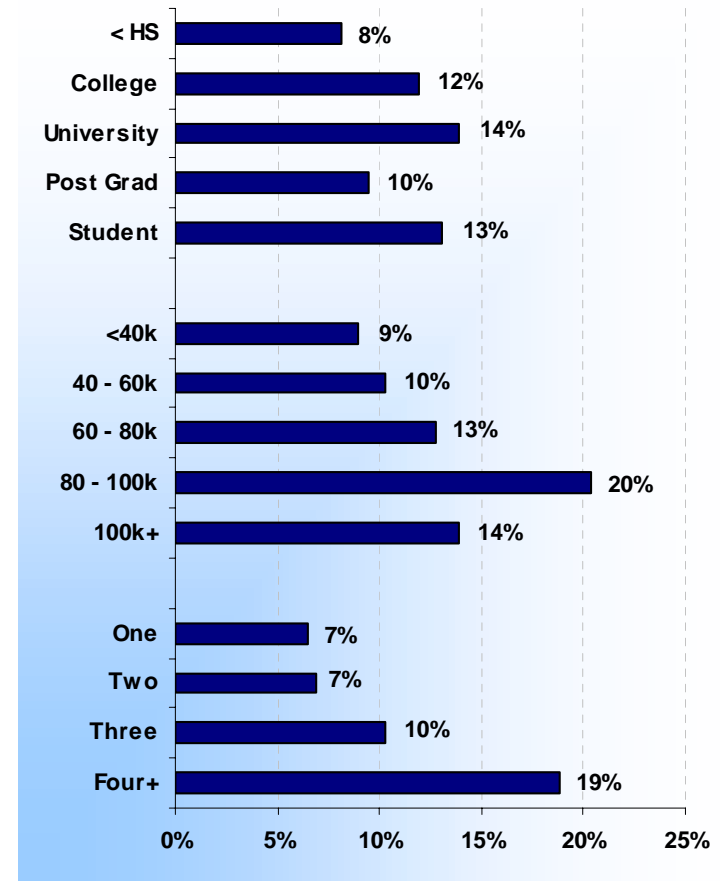
Base: All (n=2,027)



Participation as an Administrator or Helper

(% that have been involved as an administrator or helper)

- Participation levels as an administrator or helper do not appear to be related to the respondent's highest level of education.
- It does however appear related to household income. More specifically, respondents from households earning between \$80,000 and \$100,000 were more likely to have participated in an administrative role than those earning below \$60,000.
- Respondents from households with 4 or more individuals were far more likely to have participated as an administrator or helper in amateur sport compared to respondents living in households with fewer individuals.



Question D1c1: During the past 12 months, have you been involved in amateur sport as an administrator or helper?

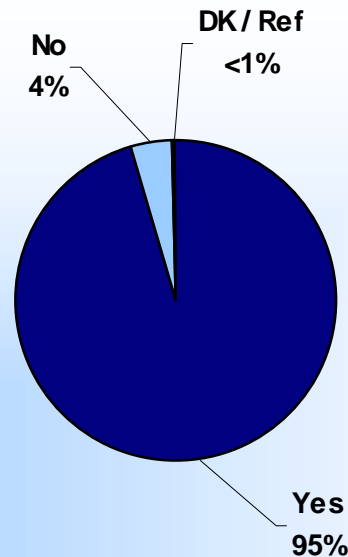
Base: All (n=2,027)



Volunteering for an Administrative Position

(% that have volunteered for an administrative position)

- Among those who have participated as an administrator or helper, 95% did so as a volunteer.
- Volunteerism is generally consistent across the country.



Question D1c2: *Is / was this a volunteer position?*

Base: *Those who have participated in amateur sport as an administrator or helper in the past 12 months (n = 223)*



Participation as an Athlete



Participation as an Athlete

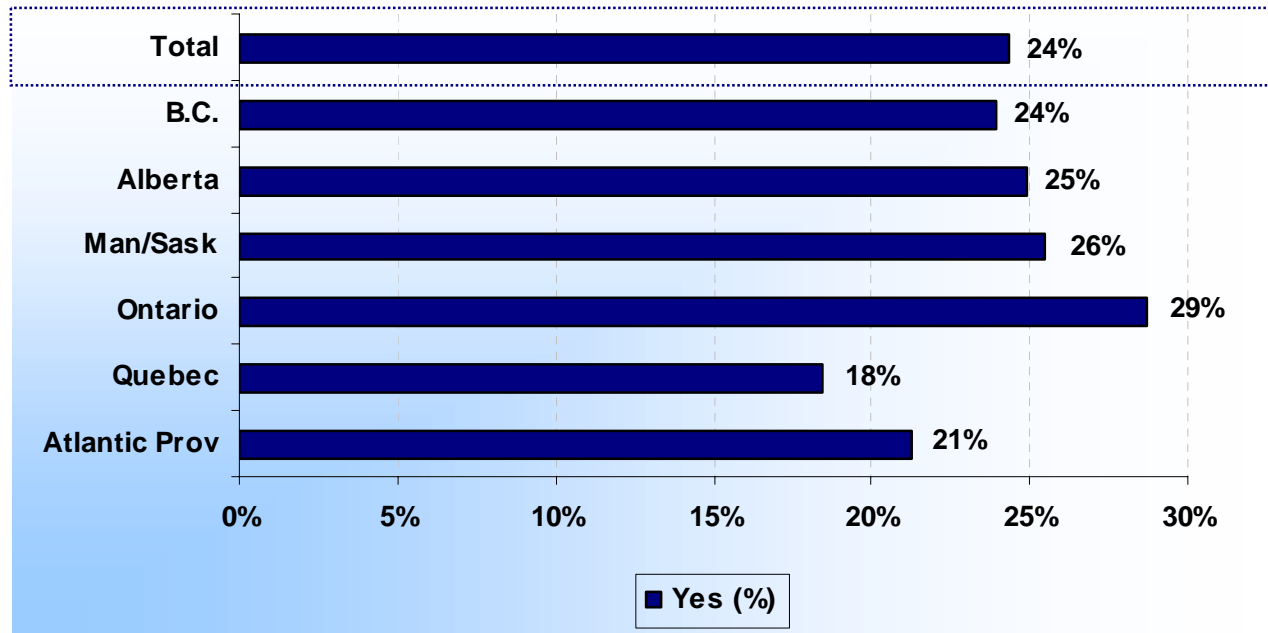
Questions Posed

- D1d1. During the past 12 months, have you been involved in amateur sport as an athlete or participant?*
- D1d2. If yes, was the frequency of your participation at least once a week?*



Participation as an Athlete by Region

- Approximately one-quarter of Canadians (24%) indicated having been involved in amateur sport as an athlete or participant.
- Involvement as an athlete or participant in Ontario (29%) is notably higher when compared to involvement in Quebec (18%) and in the Atlantic provinces (21%).



Question D1d1: During the past 12 months, have you been involved in amateur sport as an athlete or participant?

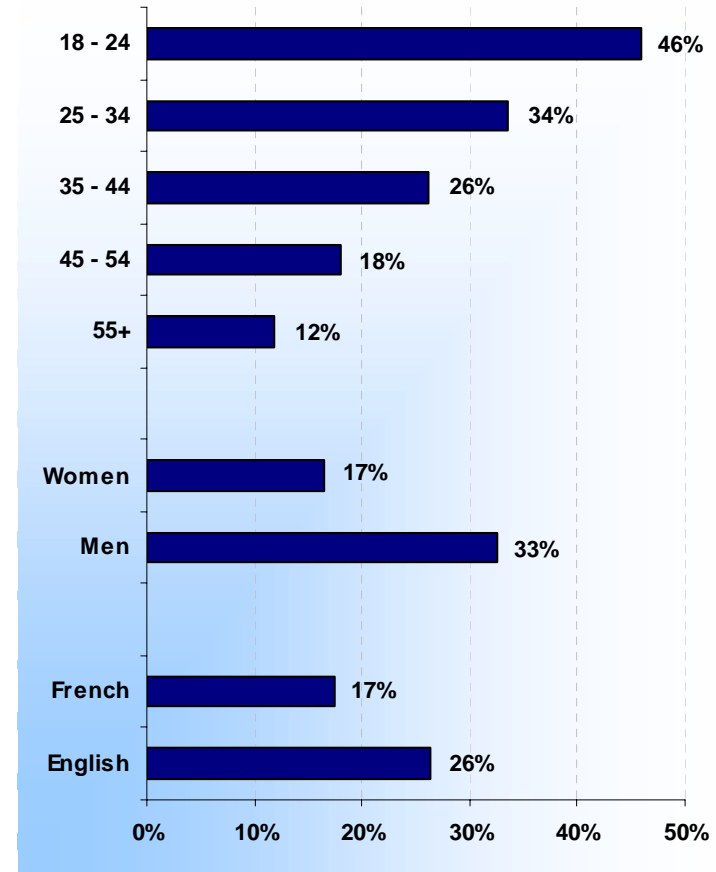
Base: All (n=2,027)



Participation as an Athlete

(% that have been involved as an athlete or participant)

- Results across age brackets reveal that involvement as an athlete or participant drops as the age of the respondent increases. As the figure shows, 46% of respondents 18 to 24 years of age were involved as an athlete compared with only 12% of those over 55 years of age.
- Men were nearly twice as likely to have participated in amateur sport as an athlete compared to women (33% vs. 17%).
- Anglophones were more likely to have participated as an athlete compared to Francophones.



Question D1d1: During the past 12 months, have you been involved in amateur sport as an athlete or participant?

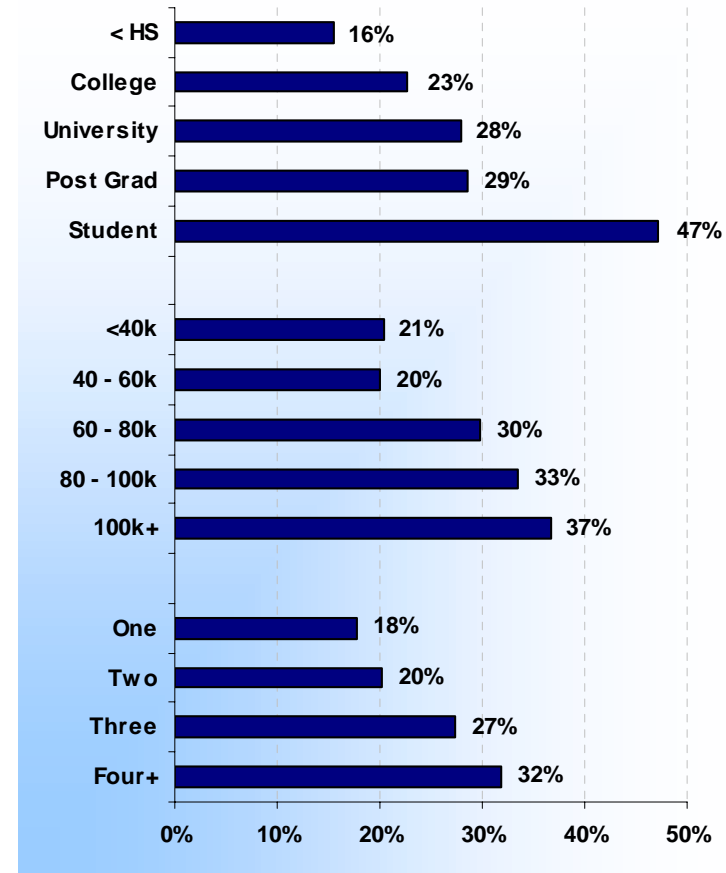
Base: All (n=2,027)



Participation as an Athlete

(% that have been involved as an athlete or participant)

- Likelihood of participating in amateur sport increases with the number of people living in the household and with the annual household income.
- Single respondents (36%) were much more likely to have participated as an athlete than those who are married (23%) or divorced / widowed respondents (12%).
- At 47%, students were far more likely to have participated as an athlete when compared with those having completed high school, college, university, or post graduate education levels.



Question D1d1: During the past 12 months, have you been involved in amateur sport as an athlete or participant?

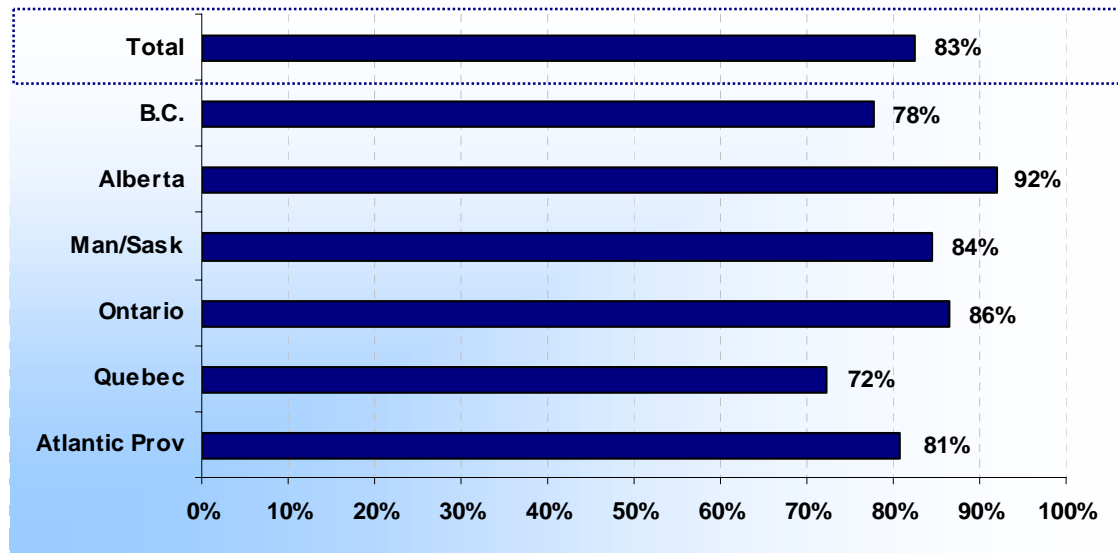
Base: All (n=2,027)



Frequency of Participation by Region

(% that have participated as an athlete at least once a week)

- Among respondents who have participated as an athlete during the past 12 months, fully 83% were involved at least once per week.
- At 92%, athletes in Alberta are more likely to participate at least once a week compared to athletes in Quebec (72%) and in BC (78%).
- In terms of participation, results did not differ significantly across sub-group demographic variables.



Question D1d2: Was the frequency of your participation at least once a week?

Base: Those who have participated in amateur sport as an athlete or participant in the past 12 months (n = 475)



Attitudes Towards Amateur Sport



Attitudes Towards Amateur Sport

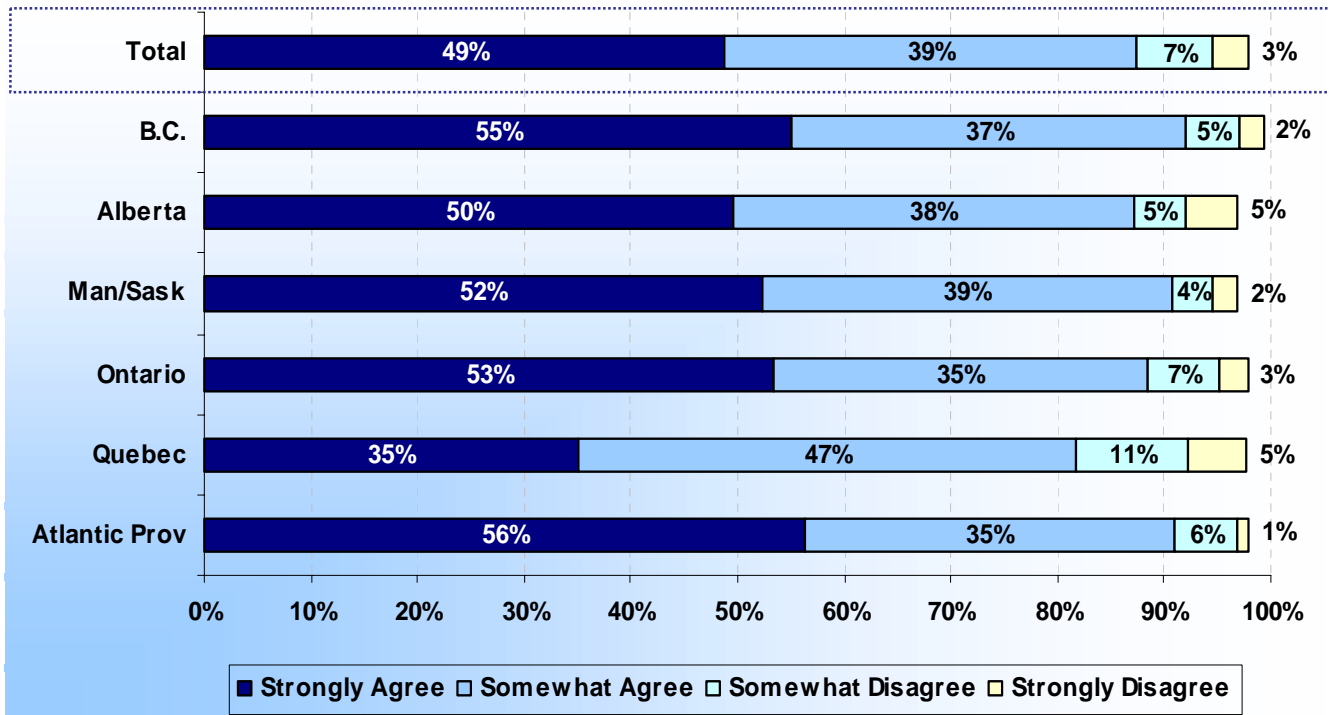
Questions Posed

- D2. *Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that:*
- a) *Sport contributes to Canadian identity?*
 - b) *Participation in sport builds life long skills for young people?*



Contribution of Sports to Canadian Identity

- Almost half of all respondents (49%) strongly agreed that sport contributes to Canadian identity and another 39% somewhat agreed. Only 10% disagreed.
- Respondents in the province of Quebec were more likely to somewhat agree that sport contributes to Canadian identity and less likely to strongly agree with this stipulation.



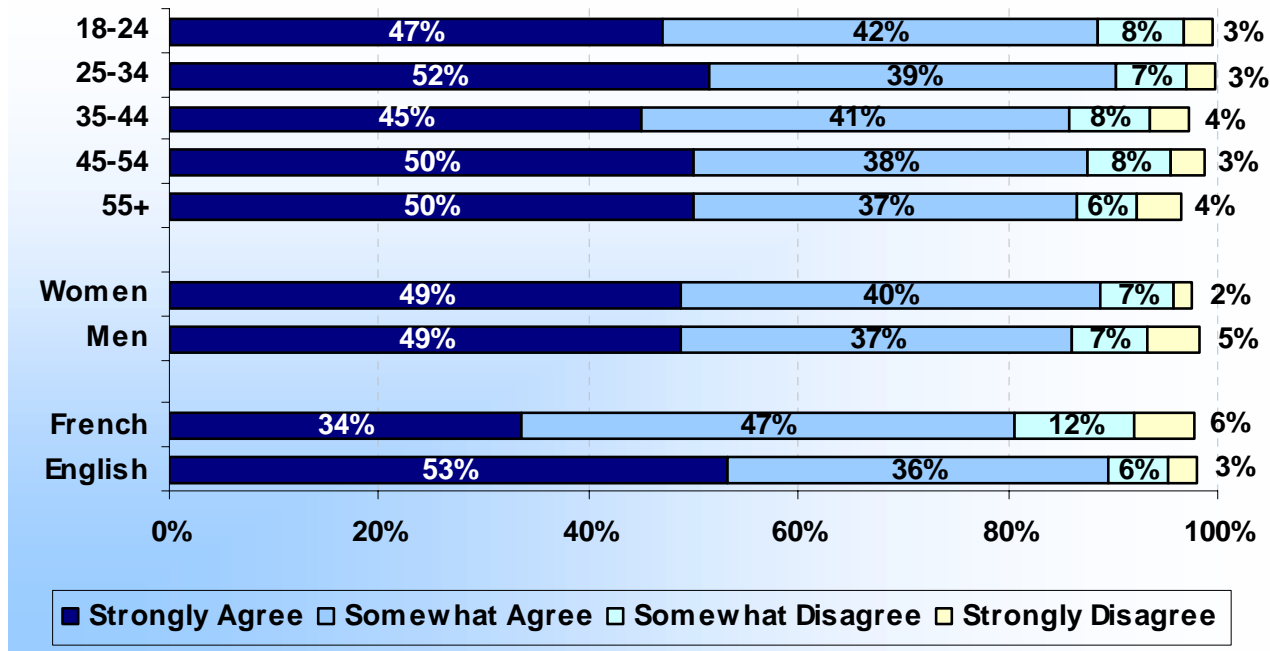
Question D2a: Do you strongly agree, somewhat agree or strongly disagree that: Sport contributes to Canadian identity?

Base: All (n = 2,027)



Contribution of Sports to Canadian Identity

- Results did not differ significantly across gender, age, or income brackets.
- However, notable differences were found between Anglophone and Francophone respondents. More specifically, Anglophones (53%) were more likely to strongly agree with the stipulation that sport contributes to Canadian identity than Francophones (34%).

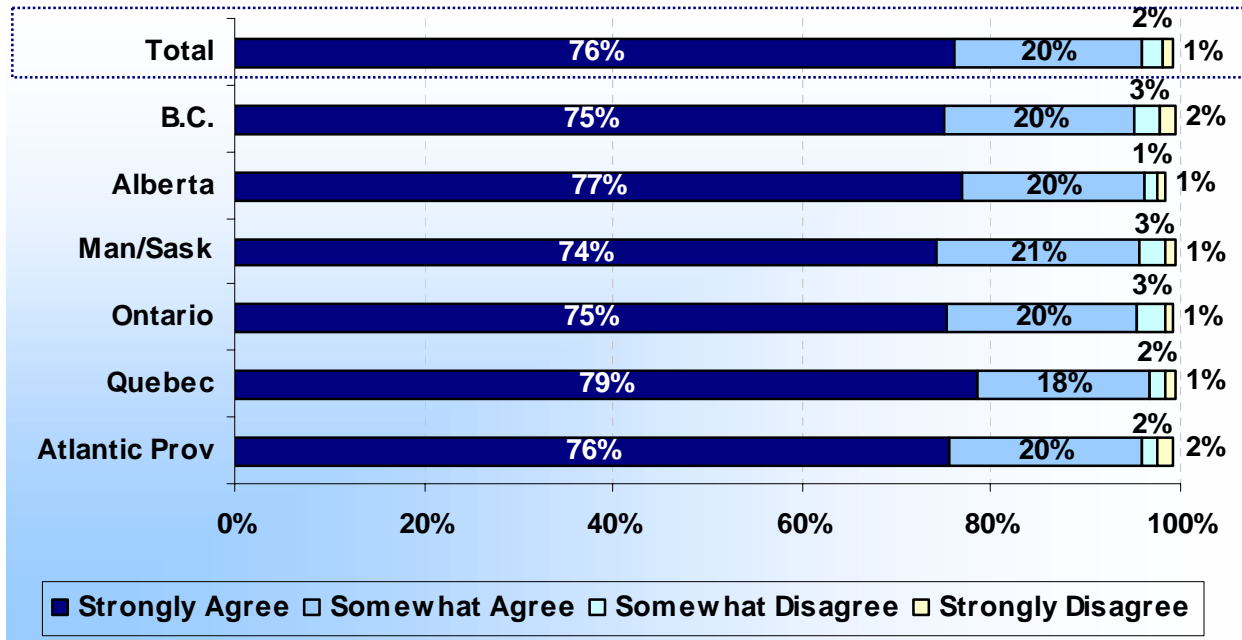


Question D2a: Do you strongly agree, somewhat agree or strongly disagree that: Sport contributes to Canadian identity?
Base: All (n = 2,027)



Participation in Sport Builds Life Long Skills for Young People

- Three quarters of Canadians strongly agreed that participation in sport builds life long skills for young people. Another 20% somewhat agreed.
- Agreement was very consistent across the regions and key demographic segments.



Question D2b: Do you strongly agree, somewhat agree or strongly disagree that: Participation in sport builds life long skills for young people?
Base: All (n = 2,027)



Attitudes Towards the Olympics and Canadian Athletes



Attitudes Towards the Olympics and Canadian Athletes

Questions Posed

- D3. *Which statement is closer to your opinion:*
- *It's a good idea for the government to spend money on hosting sport events like the Olympics or the Pan-American Games because they promote sport, tourism, and economic development.*
 - *It's not a good idea for the government to spend money on hosting sport events like the Olympic Games or the Pan-American Games because there are other more important uses of government funds.*



Attitudes Towards the Olympics and Canadian Athletes

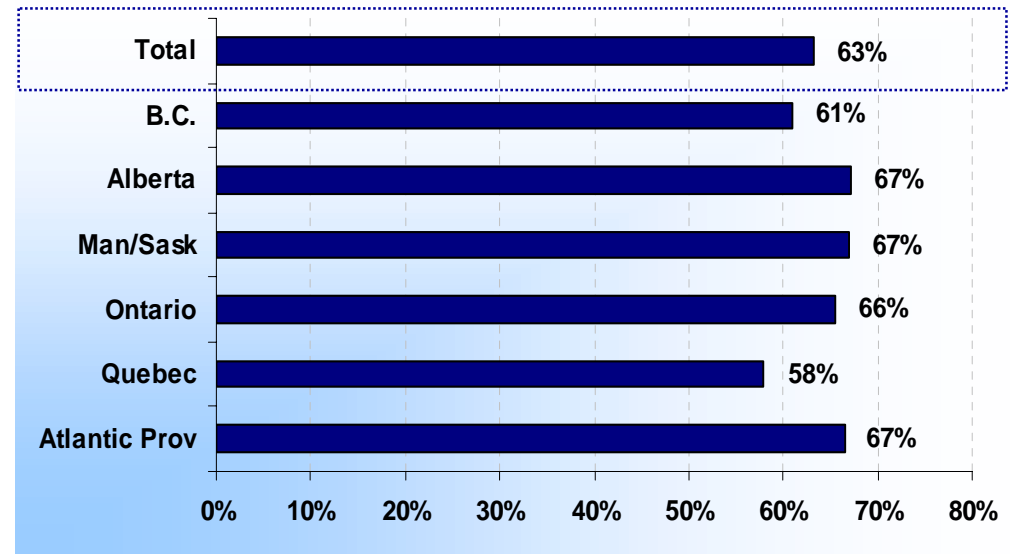
Questions Posed – Continued

- D4. *Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:*
- *“I feel a heightened sense of pride in Canada when Canada hosts major international sporting events such as the Olympic Games or the Pan-American Games.”*
 - *“Seeing Canadian athletes perform well at International events such as the Olympics and the Paralympics makes me proud to be Canadian.”*
 - *“With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport.”*



Support for Government Funding to Host Sport Events

- Canadians were asked to indicate which of the following two statements best reflects their opinion:
 - *It's a good idea for the government to spend money on hosting sport events like the Olympics or the Pan-American Games because they promote sport, tourism and economic development.*
 - *It's not a good idea for the government to spend money on hosting sport events like the Olympic Games or the Pan-American Games because there are other more important uses of government funds.*
- Results show that 63% of Canadians believe that it is a good idea for government to spend money on hosting sport events such as the Olympics because they promote tourism and economic development.
- Respondents in Quebec (58%) were less likely to believe that it is a good idea when compared with those in the Atlantic provinces (67%), Ontario (66%), Manitoba / Saskatchewan (67%), and Alberta (67%).

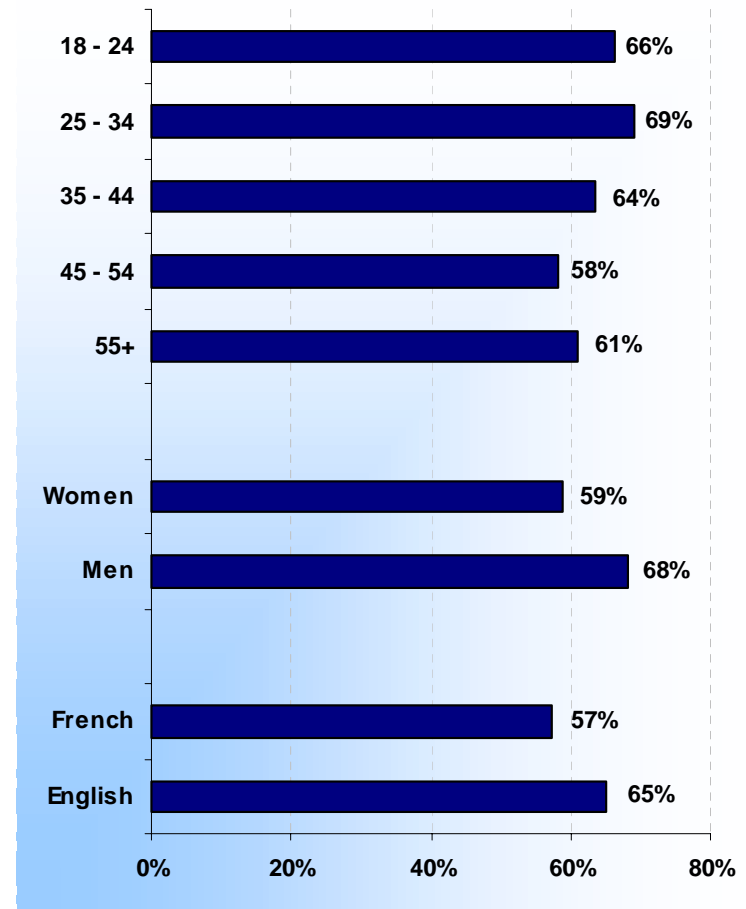


Question D3: Which statement is closer to your own opinion?
Base: All (n = 2,027)



Support for Government Funding to Host Sport Events

- Government funding to host sport events was higher among younger Canadians although there remains 61% of those over 55 years of age in support of the idea.
- Respondents in Census Metropolitan Areas (66%) were more likely to believe that government spending to host sport events is a good idea compared to respondents in non-Census Metropolitan Areas (59%).
- Men (68%) were more likely to believe that it is a good idea for the government to spend money on hosting sport events compared to women (59%).

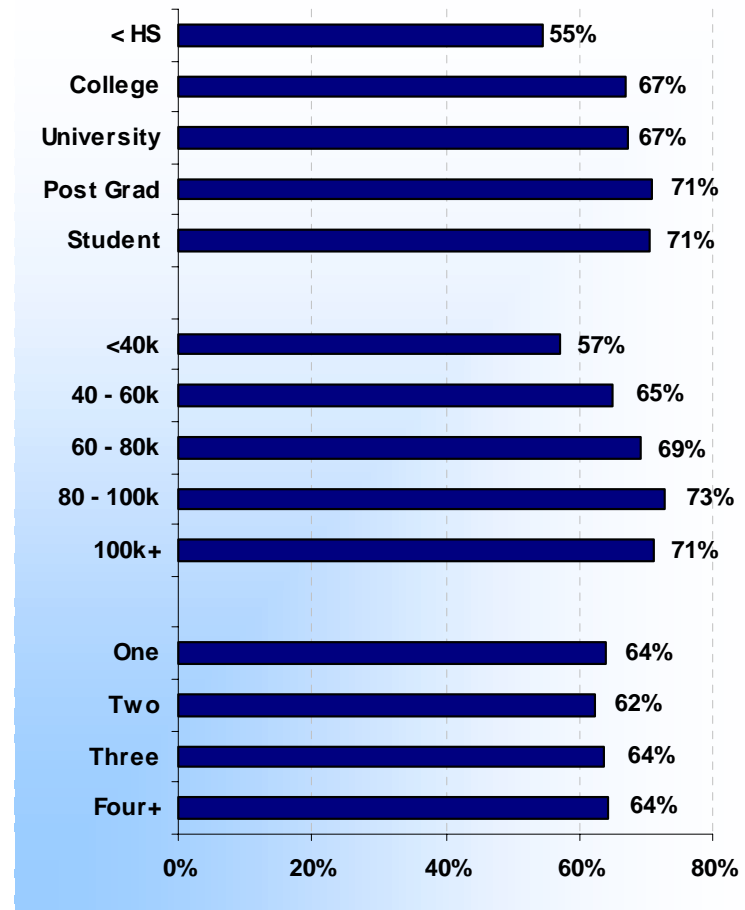


Question D3: Which statement is closer to your own opinion?
Base: All (n = 2,027)



Support for Government Funding to Host Sports Events

- Respondents with a high-school education (55%) were less likely to favour government spending for hosting sport events compared to respondents with a college (67%), university (67%), post graduate education and to students (71%).
- Respondents with a household income less than \$40K (57%) were less likely to believe that it is a good idea for the government to spend money on hosting sport events than were respondents with a household income in excess of \$40K.

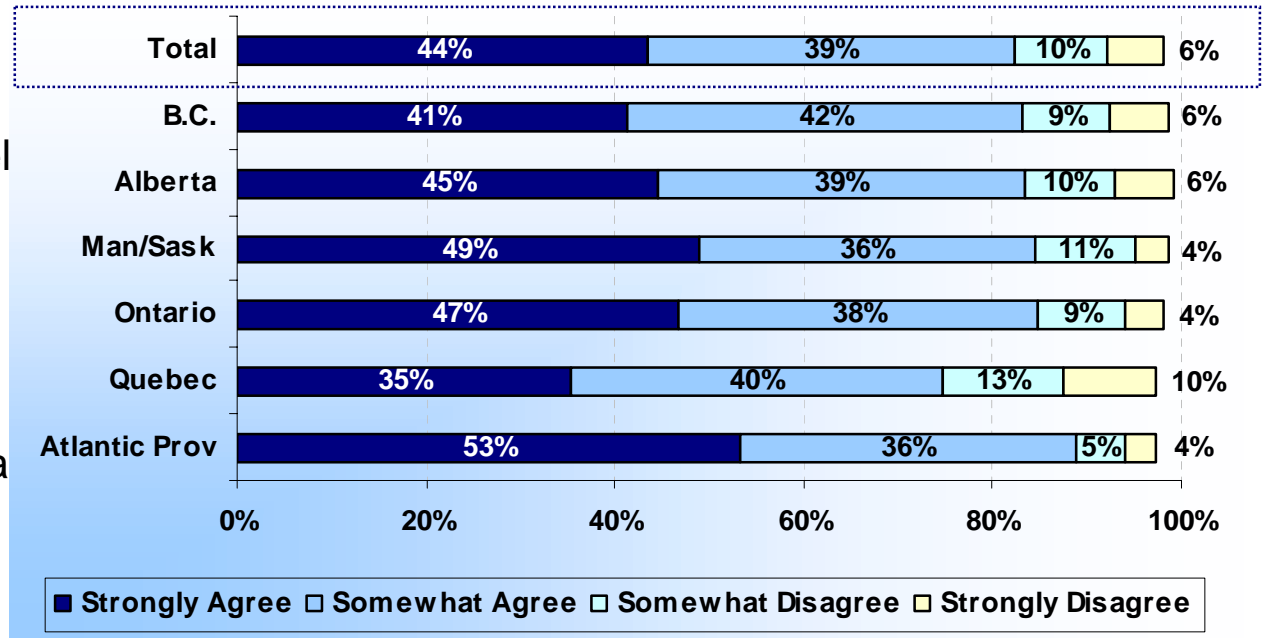


Question D3: Which statement is closer to your own opinion?
Base: All (n = 2,027)



Hosting Major Sporting Events Instills a Sense of Pride Among Canadians

- A majority of Canadians feel a sense of pride in Canada when Canada hosts major international sport events such as the Olympic Games or the Pan-American Games. More specifically, 44% strongly agree that they feel a sense of pride when Canada hosts major sport events and another 39% somewhat agree.
- Respondents from the province of Quebec (23%) were more likely to disagree that they feel a sense of pride when Canada hosts major sport events, compared with respondents in Atlantic provinces (9%), Ontario (13%), Manitoba / Saskatchewan (15%), Alberta (16%), and British Columbia (15%).



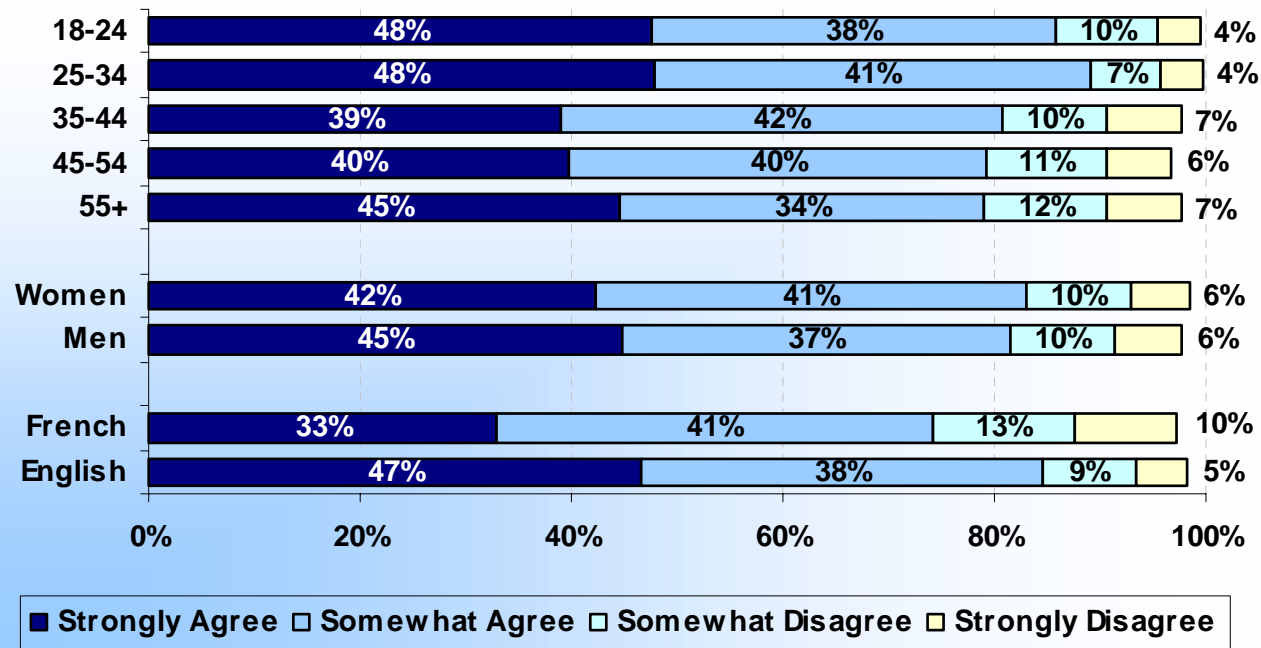
Question D4a: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'I feel a sense of pride in Canada when Canada hosts major international, sporting events such as the Olympic Games or the Pan-American Games.'

Base: All (n = 2,027)



Hosting Major Sporting Events Instills a Sense of Pride Among Canadians

- Younger respondents (18 to 34 years of age) were more likely to generally agree that they feel a sense of pride when Canada hosts major sport events when compared with older respondents.
- Results do not differ significantly across gender, household income or level of education.



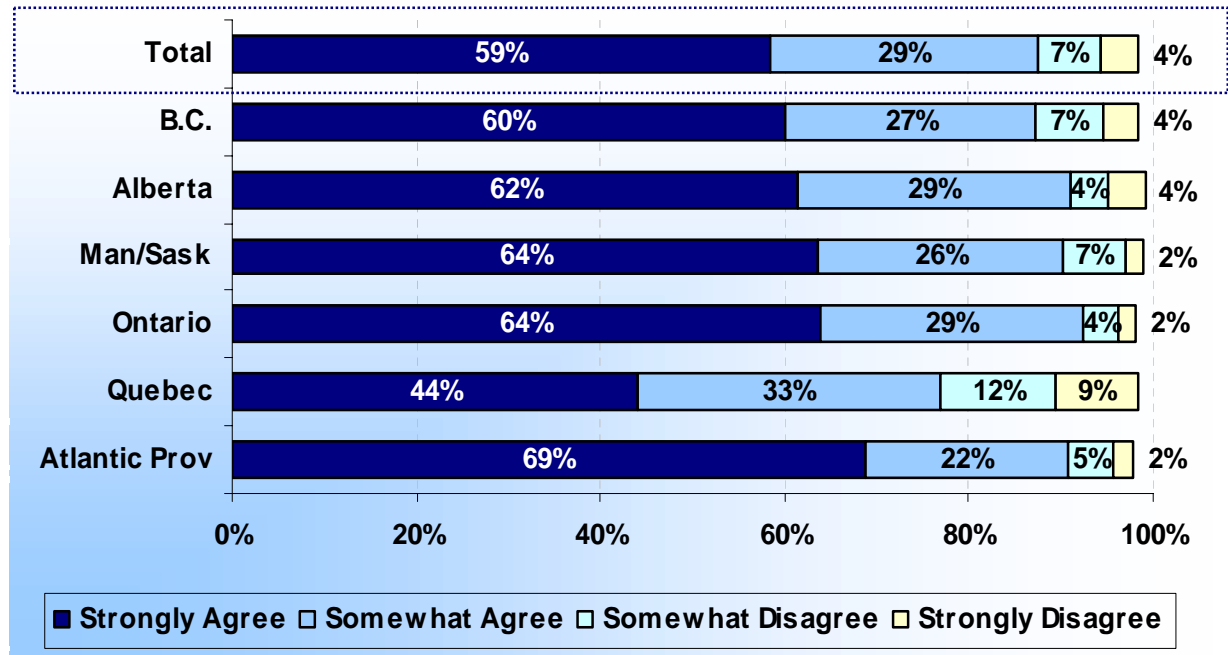
Question D4a: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'I feel a sense of pride in Canada when Canada hosts major international, sporting events such as the Olympic Games or the Pan-American Games.'

Base: All (n = 2,027)



Canadian Athletic Success Instills a Sense of Pride in Canadians

- Nearly 60% of Canadians strongly agree that seeing Canadian athletes perform well at international sport events makes them proud to be Canadian. Another 29% somewhat agreed with this sentiment.
- Respondents from the province of Quebec (21%) were more likely than respondents in other regions to disagree that they would be proud to be Canadian if they were to see Canadian athletes perform well at international sport events.



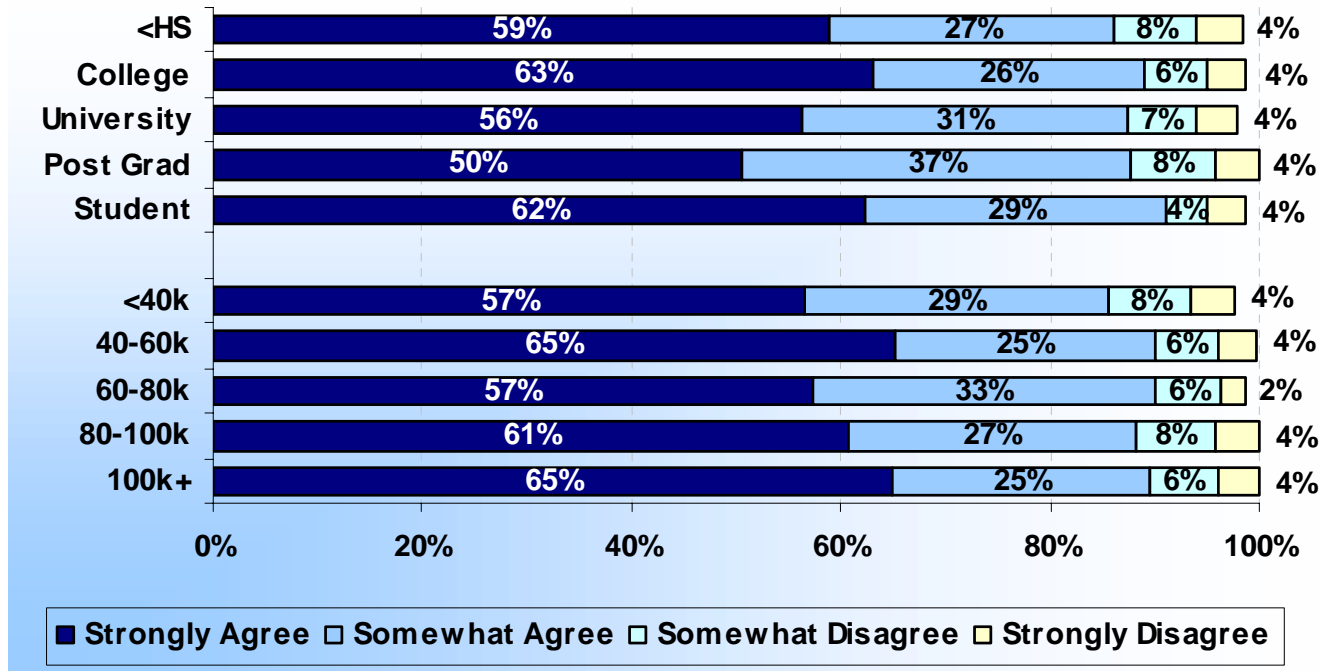
Question D4b: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'Seeing Canadian athletes perform well at international events such as the Olympics and the Paralympics makes me proud to be Canadian.'

Base: All (n = 2,027)



Canadian Athletic Success Instills a Sense of Pride in Canadians

- Although results are not significantly different across age groups, gender or income brackets, the sense of pride is somewhat higher among respondents with a college education when compared to those with a post graduate education.



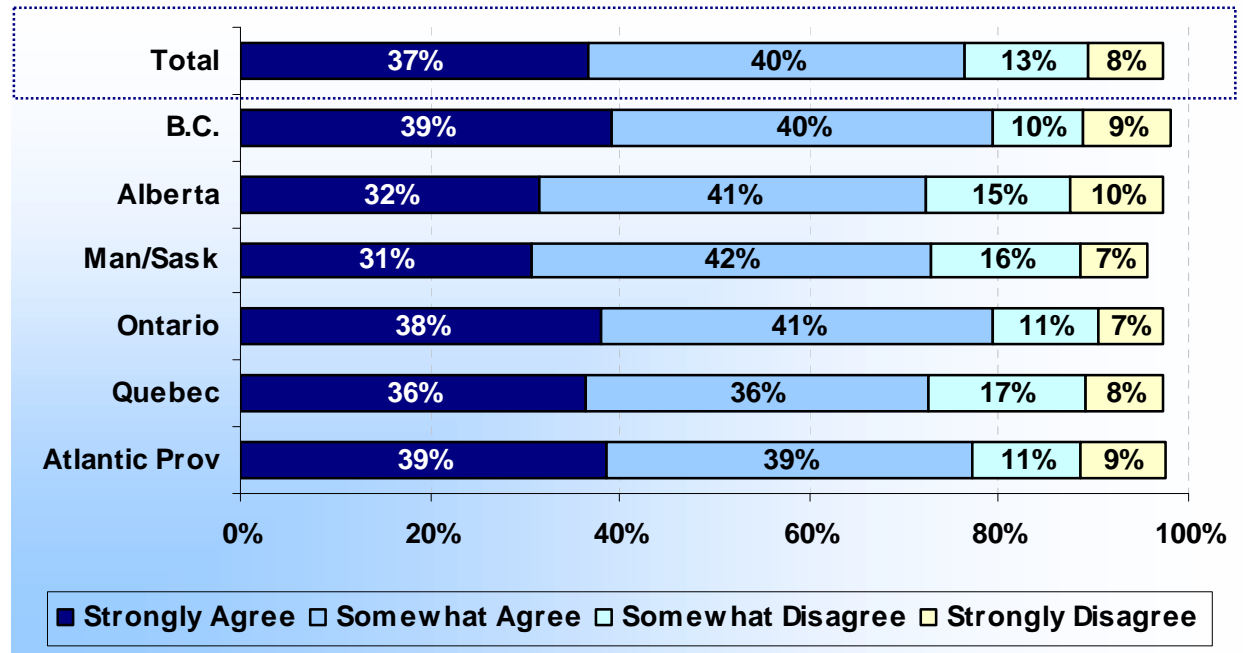
Question D4b: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'Seeing Canadian athletes perform well at international events such as the Olympics and the Paralympics makes me proud to be Canadian.'

Base: All (n = 2,027)



Support for Increased Funding for Amateur Sport

- Fully three-quarters (77%) of Canadians feel the federal government should increase funding for amateur sport in light of the fact that Vancouver will be hosting the Olympic and Paralympic Games in 2010. More specifically 37% strongly agree with this statement on funding and another 40% somewhat agree.
- Despite hosting the games in 2010, residents from British Columbia were not necessarily more supportive of additional funding for amateur sport than respondents in other provinces.



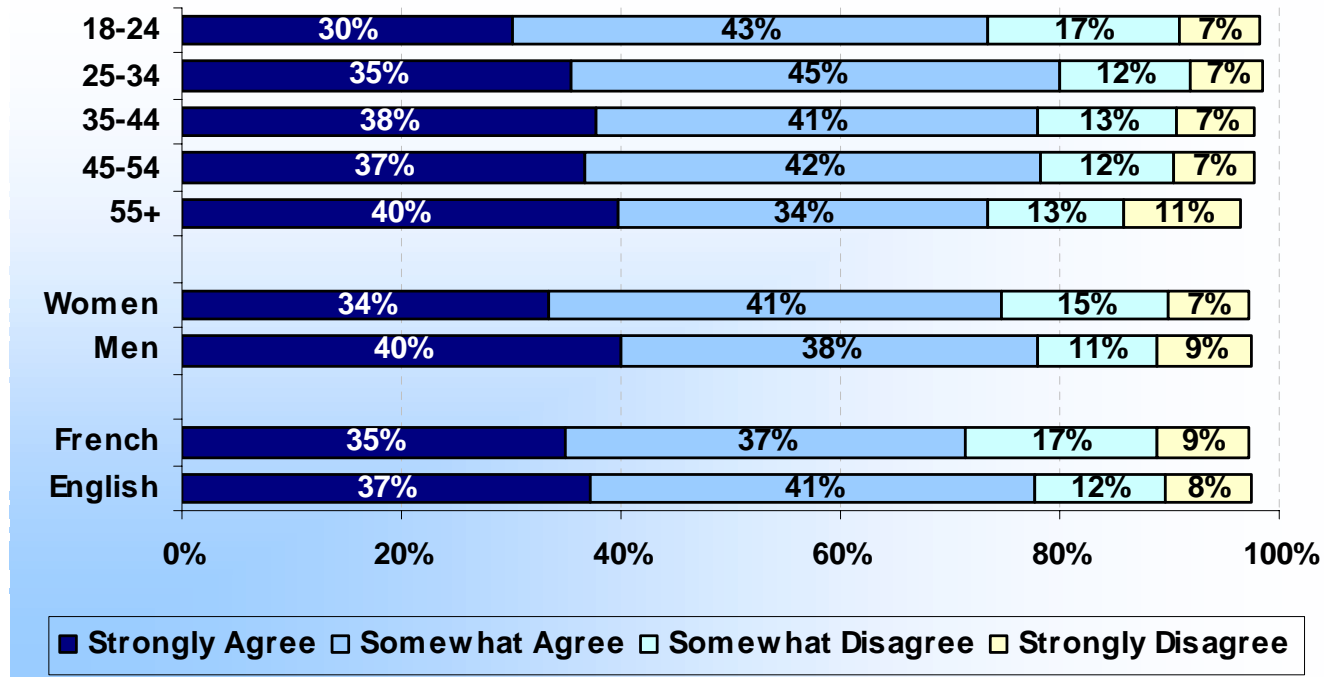
Question D4c: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport.'

Base: All (n = 2,027)



Support for Increased Funding for Amateur Sport

- “Strong” support for increased funding seems to increase with age as 40% of those over 55 years of age strongly agree compared to 30% among those 18 to 24.



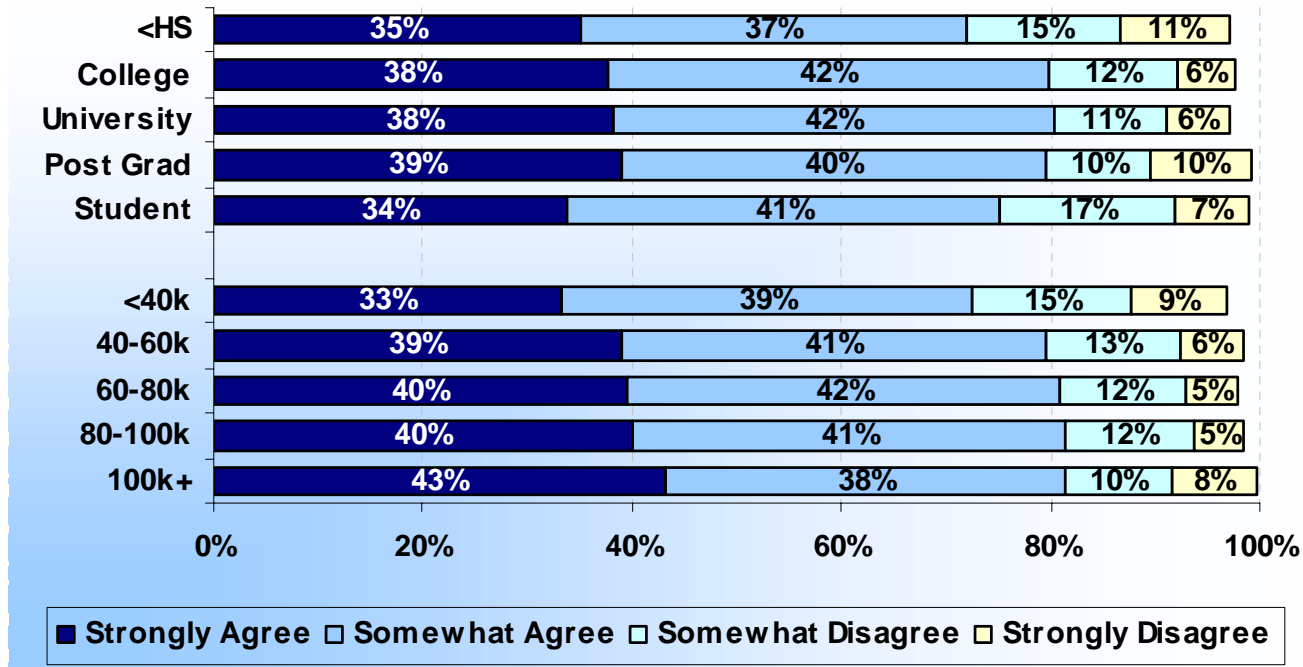
Question D4c: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport.'

Base: All (n = 2,027)



Support for Increased Funding for Amateur Sport

- Respondents with a household income under \$40,000 (72%) were less likely to agree that the federal government should increase funding for amateur sport in light of Vancouver hosting the Olympic and Paralympic Games, when compared to respondents with a household income in excess of \$40,000.



Question D4c: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport.'

Base: All (n = 2,027)



Support for Increased Funding for Amateur Sport

- Respondents in Census Metropolitan Areas (79%) were more likely to agree that the federal government should increase funding to support amateur sport when compared with respondents from non-Census Metropolitan Areas (72%).
- Employed (79%) and unemployed (78%) respondents were more likely to agree that the federal government should increase funding to support amateur sport when compared with retired respondents (70%).

Question D4c: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport.'

Base: All (n = 2,027)



APPENDICES



PARTICIPATION IN AND BENEFITS OF AMATEUR SPORT
- POTENTIAL POLLING QUESTIONS -

1. During the past 12 months, have you been involved in amateur sport as a :

Coach?	Yes	No
If yes, is/was this a volunteer position?	Yes	No
Referee / official / umpire?	Yes	No
If yes, is/was this a volunteer position?	Yes	No
Administrator or helper?	Yes	No
If yes, is/was this a volunteer position?	Yes	No
Athlete/Participant?	Yes	No
If yes, was the frequency of your participation at least once a week? (in season, where applicable)	Yes	No

2. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that (RANDOMIZE A & B):

- A) sport contributes to Canadian identity?
- B) participation in sport builds life long skills for young people?



3. I'm now going to read you two statements and I'd like to know which is closer to your own opinion. [RANDOMIZE]

It's a good idea for the government to spend money on hosting sport events like the Olympics or the Pan-American Games because they promote sport, tourism and economic development.

It's not a good idea for the government to spend money on hosting sport events like the Olympic Games or the Pan-American Games because there are other more important uses of government funds.

Which statement is closer to your own opinion?

4. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements (RANDOMIZE A TO C):

A) "I feel a heightened sense of pride in Canada when Canada hosts major international, sporting events such as the Olympic Games or the Pan-American Games."

B) "Seeing Canadian athletes perform well at international events such as the Olympics and the Paralympics makes me proud to be Canadian."

IF NECESSARY: Paralympic Games: The Paralympic Games are an international elite sport event for athletes from different disability groups.

C) "With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport."

IF NECESSARY: Paralympic Games: The Paralympic Games are an international elite sport event for athletes from different disability groups.



PARTICIPATION AU SPORT AMATEUR ET AVANTAGES
-QUESTIONS DE SONDAGE POTENTIELLES -

1. Au cours des 12 derniers mois, avez-vous été impliqué dans le sport amateur, en tant que :

Entraîneur?	Oui	Non
Si oui, s'agit-il/s'agissait-il d'un poste à titre de bénévole?	Oui	Non
Arbitre / officiel / commissaire?	Oui	Non
Si oui, s'agit-il/s'agissait-il d'un poste à titre de bénévole?	Oui	Non
Administrateur ou personne aidante?	Oui	Non
Si oui, s'agit-il/s'agissait-il d'un poste à titre de bénévole?	Oui	Non
Athlète / participant?	Oui	Non
Si oui, y avez-vous participé au moins une fois par semaine? (en saison, lorsque cela est applicable)	Oui	Non

2. Êtes-vous fortement en accord, passablement en accord, passablement en désaccord ou fortement en désaccord avec les énoncés suivants... (ALTERNEZ A ET B) :

A) le sport contribue à l'identité canadienne?

B) le fait de participer à des sports contribue à développer des aptitudes chez les jeunes qui leur serviront tout au long de leur vie?



3. Je vais maintenant vous lire deux énoncés, et j'aimerais que vous me disiez quel est celui qui se rapproche le plus de votre propre opinion. [ALTERNEZ]

Il est préférable que le gouvernement dépense de l'argent pour accueillir des événements sportifs comme les Jeux olympiques ou les Jeux panaméricains puisqu'ils font la promotion du sport, du tourisme et du développement économique.

Il est préférable que le gouvernement ne dépense pas d'argent pour accueillir des événements sportifs comme les Jeux olympiques ou les Jeux panaméricains puisque l'argent du gouvernement devrait être utilisé dans des domaines plus importants.

Quel énoncé se rapproche le plus de votre propre opinion?

4. Êtes-vous fortement en accord, passablement en accord, passablement en désaccord ou fortement en désaccord avec les énoncés suivants (ALTERNEZ LES ÉNONCÉS A À C) :

A) « J'ai un sentiment de fierté accru envers le Canada lorsque ce dernier accueille des événements sportifs d'envergure internationale comme les Jeux olympiques ou les Jeux panaméricains. »

B) « Le fait de voir des athlètes canadiens bien performer à des événements internationaux comme les Jeux olympiques et les Jeux paralympiques augmente mon sentiment de fierté d'être Canadien.»

AU BESOIN : Les Jeux paralympiques : Les Jeux paralympiques est un événement sportif d'élite d'envergure internationale pour les athlètes provenant de groupes de gens ayant différentes incapacités.

D) « Puisque Vancouver accueille les Jeux olympiques et les Jeux paralympiques en 2010, le gouvernement fédéral devrait accorder davantage de financement au sport amateur. »

AU BESOIN : Les Jeux paralympiques : Les Jeux paralympiques est un événement sportif d'élite d'envergure internationale pour les athlètes provenant de groupes de gens ayant différentes incapacités.

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BASE: Those who have participated in amateur sports as a coach in the past 12 months
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BASE: Representative Adults
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BASE: Representative Adults
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BASE: Representative Adults
BANNER 1

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BASE: Representative Adults
BANNER 2

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BASE: Representative Adults
BANNER 1

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BASE: Representative Adults
BANNER 2

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BASE: Representative Adults
BANNER 1

Table D4A Page 24.....D4a. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that : 'I feel a heightened sense of pride in Canada when Canada hosts major international, sporting events such as the Olympic Games or the Pan-American Gam
BASE: Representative Adults
BANNER 2

Table D4B Page 25.....D4b. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'Seeing Canadian athletes perform well at international events such as the Olympics and the Paralympics makes me proud to be Canadian.'
BASE: Representative Adults
BANNER 1

Table D4B Page 26.....D4b. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'Seeing Canadian athletes perform well at international events such as the Olympics and the Paralympics makes me proud to be Canadian.'
BASE: Representative Adults
BANNER 2

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BASE: Representative Adults
BANNER 1

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BASE: Representative Adults
BANNER 1

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BASE: Representative Adults
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D1a1. During the past 12 months, have you been involved in amateur sport as a Coach?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Yes	96	7	16	36	12	8	17	67	28	16	28	25	21	6	79	1	7	2	5	82	14
	4.7%	4.1%	3.2%	4.7%	8.2%	4.4%	6.5%	6.9%	2.7%	6.3%	6.5%	6.6%	5.5%	1.1%	6.2%	0.6%	5.7%	0.7%	4.7%	5.3%	2.9%
					C			I		N	N	N	N		PR		PR			U	
No	1,929	158	494	721	132	176	248	913	1,016	229	394	356	358	555	1,189	143	124	328	102	1,483	447
	95.2%	95.5%	96.8%	95.1%	91.8%	95.6%	93.5%	93.1%	97.2%	93.7%	93.2%	93.4%	94.3%	98.9%	93.7%	99.4%	94.3%	99.3%	95.3%	94.6%	97.1%
			E					H						JKLM		OQ		OQ			T
DK/Refused	2	1	-	1	-	-	-	1	1	-	1	-	1	-	2	-	-	-	-	2	-
	0.1%	0.4%		0.2%				0.1%	0.1%		0.3%		0.2%		0.2%					0.1%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1a1. During the past 12 months, have you been involved in amateur sport as a Coach?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Yes	96	63	33	20	12	22	14	19	18	19	35	10	14	27	64	4	7	16	15	57
	4.7%	5.0%	4.3%	3.0%	3.1%	6.2%	11.2%	9.2%	2.7%	3.9%	7.5%	6.4%	6.6%	5.0%	5.5%	1.3%	2.0%	2.3%	4.3%	9.3%
					DE	DE	DE	DE			IJ		I	P	P					QRS
No	1,929	1,195	735	657	394	325	109	184	652	468	430	143	196	502	1,098	288	325	686	323	551
	95.2%	94.9%	95.7%	96.9%	96.9%	93.8%	87.9%	90.8%	97.2%	96.1%	92.2%	93.6%	93.4%	94.8%	94.4%	98.7%	97.8%	97.5%	95.7%	90.7%
				FGH	FGH				KM	K						NO	T	T	T	
DK/Refused	2	2	-	1	-	-	1	-	1	-	1	-	-	1	1	-	1	1	-	-
	0.1%	0.2%		0.1%			1.0%		0.1%		0.3%			0.1%	0.1%		0.2%	0.2%		

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D1a2. Is/was this a volunteer position?

BASE: Those who have participated in amateur sports as a coach in the past 12 months

BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	96	7	16	36	12	8	17	67	28	16	28	25	21	6	79	1	7	2	5	82	14
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	94	8	17	30	16	9	14	69	25	14	23	26	24	7	79	1	7	2	3	80	14
Yes	87	7	15	33	11	8	12	61	26	13	24	22	21	6	73	1	6	2	4	74	13
	90.5%	100.0%	94.1%	93.2%	92.9%	100.0%	71.5%	89.9%	91.8%	84.5%	87.3%	87.2%	100.0%	100.0%	92.8%	100.0%	80.7%	100.0%	77.9%	90.1%	92.8%
		G				G									O		O				
No	9	-	1	2	1	-	5	7	2	2	4	3	-	-	6	-	1	-	1	8	1
	9.5%		5.9%	6.8%	7.1%		28.5%	10.1%	8.2%	15.5%	12.7%	12.8%			7.2%		19.3%		22.1%	9.9%	7.2%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1a2. Is/was this a volunteer position?
 BASE: Those who have participated in amateur sports as a coach in the past 12 months
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	96	63	33	20	12	22	14	19	18	19	35	10	14	27	64	4	7	16	15	57
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	94	62	32	19	12	20	15	19	18	18	35	10	12	25	63	4	7	16	15	54
Yes	87	54	33	17	12	19	12	19	16	18	31	10	11	22	60	4	5	13	15	53
	90.5%	85.4%	100.0%	83.9%	100.0%	89.1%	89.7%	100.0%	91.9%	94.1%	88.0%	100.0%	82.5%	83.2%	94.2%	100.0%	78.5%	81.6%	100.0%	93.3%
No	9	9	-	3	-	2	1	-	1	1	4	-	2	4	4	-	1	3	-	4
	9.5%	14.6%	-	16.1%	-	10.9%	10.3%	-	8.1%	5.9%	12.0%	-	17.5%	16.8%	5.8%	-	21.5%	18.4%	-	6.7%

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D1b1. During the past 12 months, have you been involved in amateur sport as a Referee, official, or umpire?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Yes	66	7	10	28	4	5	13	58	9	15	21	11	11	9	53	3	6	3	-	58	9
	3.3%	4.3%	1.9%	3.7%	2.5%	2.8%	4.9%	5.9%	0.8%	6.0%	5.0%	2.9%	2.8%	1.5%	4.1%	2.1%	4.3%	1.0%		3.7%	1.8%
								I		N	N				R					U	
No	1,961	158	501	731	140	178	252	924	1,037	230	402	370	369	553	1,217	141	126	327	107	1,509	452
	96.7%	95.7%	98.1%	96.3%	97.5%	97.2%	95.1%	94.1%	99.2%	94.0%	95.0%	97.1%	97.2%	98.5%	95.9%	97.9%	95.7%	99.0%	100.0%	96.3%	98.2%
								H						JK				O	OQ		T

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1b1. During the past 12 months, have you been involved in amateur sport as a Referee, official, or umpire?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Yes	66	43	23	9	14	17	9	7	9	12	25	5	14	22	41	1	6	17	11	31
	3.3%	3.4%	3.0%	1.4%	3.5%	4.8%	6.9%	3.6%	1.4%	2.5%	5.4%	3.6%	6.4%	4.2%	3.6%	0.4%	1.7%	2.4%	3.2%	5.1%
					D	D	D				IJ		IJ	P	P					QR
No	1,961	1,216	745	668	392	330	116	196	661	474	441	147	196	507	1,122	290	327	687	326	577
	96.7%	96.6%	97.0%	98.6%	96.5%	95.2%	93.1%	96.4%	98.6%	97.5%	94.6%	96.4%	93.6%	95.8%	96.4%	99.6%	98.3%	97.6%	96.8%	94.9%
				EFG					KM	KM					NO	T	T			

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1b2. Is/was this a volunteer position?

BASE: Those who have participated in amateur sports as a referee, official, or umpire in the past 12 months

BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	66	7	10	28	4	5	13	58	9	15	21	11	11	9	53	3	6	3	-	58	9
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	64	9	10	24	5	5	11	56	8	13	18	11	12	10	50	3	5	4	-	55	9
Yes	57	6	9	23	3	5	11	49	8	10	18	11	9	9	46	1	6	3	-	49	8
	85.9%	89.7%	90.1%	83.7%	76.9%	100.0%	82.1%	85.0%	91.6%	68.4%	86.0%	100.0%	83.5%	100.0%	87.4%	33.8%	100.0%	78.4%	-	85.4%	88.6%
						D						J		J			OP				
No	8	1	1	3	1	-	2	7	1	4	3	-	2	-	5	2	-	1	-	7	1
	12.4%	10.3%	9.9%	12.1%	23.1%	-	17.9%	13.0%	8.4%	23.7%	14.0%	-	16.5%	-	10.4%	66.2%	-	21.6%	-	12.5%	11.4%
															O						
DK/Refused	1	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-
	1.8%			4.2%				2.0%		7.9%					2.2%					2.0%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1b2. Is/was this a volunteer position?

BASE: Those who have participated in amateur sports as a referee, official, or umpire in the past 12 months

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	66	43	23	9	14	17	9	7	9	12	25	5	14	22	41	1	6	17	11	31
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	64	41	23	8	14	16	9	7	9	12	25	5	12	20	41	1	5	17	10	30
Yes	57	37	20	8	12	13	9	7	9	9	24	5	8	16	39	1	5	15	11	25
	85.9%	86.1%	85.4%	87.6%	85.8%	76.5%	100.0%	100.0%	100.0%	76.5%	96.0%	100.0%	59.2%	70.0%	93.5%	100.0%	79.5%	90.2%	100.0%	79.0%
							F	F	M		M	M			N	N			T	
No	8	5	3	1	1	4	-	-	-	3	1	-	4	6	3	-	-	2	-	7
	12.4%	11.2%	14.6%	12.4%	5.9%	23.5%				23.5%	4.0%		32.1%	24.7%	6.5%			9.8%		21.0%
													K							
DK/Refused	1	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-
	1.8%	2.7%			8.3%								8.7%	5.3%			20.5%			

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1c1. During the past 12 months, have you been involved in amateur sport as a Administrator or helper?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Yes	222	16	33	87	23	28	35	123	99	35	45	62	44	33	169	10	17	16	8	195	27
	11.0%	9.7%	6.5%	11.5%	15.9%	15.0%	13.1%	12.6%	9.5%	14.3%	10.7%	16.2%	11.7%	5.8%	13.3%	6.8%	13.0%	4.9%	7.1%	12.5%	5.8%
				C	C	C	C	I		N	N	KN	N		PRS		R			U	
No	1,804	149	477	671	121	155	231	858	946	210	377	320	335	529	1,101	133	114	315	99	1,371	433
	89.0%	90.3%	93.5%	88.5%	84.1%	84.5%	86.9%	87.4%	90.5%	85.7%	89.1%	83.8%	88.3%	94.2%	86.7%	92.6%	87.0%	95.1%	92.9%	87.5%	94.2%
			DEFG					H		L				JKLM		O		OQ			T
DK/Refused	1	-	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-
	*%					0.5%			0.1%		0.2%					0.6%				0.1%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1c1. During the past 12 months, have you been involved in amateur sport as a Administrator or helper?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Yes	222	129	93	61	42	44	25	28	55	58	65	15	27	58	138	23	22	49	35	114
	11.0%	10.3%	12.1%	9.0%	10.3%	12.8%	20.4%	13.9%	8.1%	11.9%	13.9%	9.5%	13.1%	11.0%	11.9%	8.0%	6.5%	6.9%	10.3%	18.8%
							DE			I	I				P					QRS
No	1,804	1,129	675	616	365	302	99	175	615	428	402	138	181	472	1,024	268	311	655	302	493
	89.0%	89.7%	87.9%	90.9%	89.7%	87.2%	79.6%	86.1%	91.9%	88.1%	86.1%	90.5%	86.5%	89.0%	88.1%	92.0%	93.5%	93.1%	89.7%	81.1%
				G	G				JKM						O	T	T	T	T	
DK/Refused	1	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1
	0.05%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1c2. Is/was this a volunteer position?

BASE: Those who have participated in amateur sports as an administrator or helper in the past 12 months

BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	222	16	33	87	23	28	35	123	99	35	45	62	44	33	169	10	17	16	8	195	27
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	223	21	33	77	32	30	30	129	94	32	38	64	48	38	170	10	16	19	5	196	27
Yes	212	16	30	85	22	28	32	116	96	33	43	62	40	33	163	7	17	16	8	189	23
	95.4%	100.0%	88.4%	97.5%	96.3%	100.0%	90.8%	94.3%	96.9%	93.7%	95.6%	100.0%	90.9%	100.0%	96.8%	71.6%	100.0%	100.0%	100.0%	96.8%	85.5%
		C				C						M		M			OP	OP	OP		
No	9	-	4	2	1	-	2	6	3	2	2	-	4	-	5	3	-	-	-	5	4
	4.1%		11.6%	2.5%	3.7%		6.5%	4.9%	3.1%	6.3%	4.4%		9.1%		3.2%	28.4%				2.7%	14.5%
DK/Refused	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	0.4%						2.7%	0.8%												0.5%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1c2. Is/was this a volunteer position?

BASE: Those who have participated in amateur sports as an administrator or helper in the past 12 months

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	222	129	93	61	42	44	25	28	55	58	65	15	27	58	138	23	22	49	35	114
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	223	128	95	60	42	46	26	27	57	58	66	14	25	56	141	23	23	51	37	109
Yes	212	121	91	59	38	43	25	27	53	57	64	13	24	55	135	21	20	45	35	111
	95.4%	93.7%	97.9%	96.5%	90.1%	97.8%	100.0%	96.4%	96.5%	98.2%	98.4%	92.4%	88.5%	94.6%	97.8%	91.2%	90.6%	93.4%	100.0%	97.4%
								E												
No	9	7	2	2	4	1	-	1	2	1	1	1	3	3	3	2	2	3	-	3
	4.1%	5.6%	2.1%	3.5%	9.9%	2.2%	-	3.6%	3.5%	1.8%	1.6%	7.6%	11.5%	5.4%	2.2%	8.8%	9.4%	6.6%	-	2.6%
DK/Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.4%	0.7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1d1. During the past 12 months, have you been involved in amateur sport as an Athlete or Participant?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Yes	493	35	94	218	37	46	63	320	173	112	142	100	68	66	354	25	61	34	10	413	80
	24.3%	21.3%	18.4%	28.7%	25.5%	24.9%	23.9%	32.6%	16.5%	46.0%	33.5%	26.2%	18.0%	11.8%	27.9%	17.6%	46.4%	10.3%	9.6%	26.4%	17.4%
				BC	C			I		JKLMN	LMN	MN	N		PRS	R	OPRS				U
No	1,532	130	417	540	107	138	200	660	872	132	281	282	310	494	916	119	70	294	97	1,152	380
	75.6%	78.7%	81.6%	71.3%	74.5%	75.1%	75.2%	67.2%	83.4%	54.0%	66.5%	73.8%	81.6%	88.0%	72.1%	82.4%	53.6%	89.0%	90.4%	73.5%	82.6%
		D	DE					H		J	JK	JKL	JKLM		Q	OQ		OQ			T
DK/Refused	2	-	-	-	-	-	2	1	1	-	-	-	1	1	-	-	-	2	-	2	-
	0.1%						0.9%	0.1%	0.1%				0.3%	0.2%				0.7%		0.2%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1d1. During the past 12 months, have you been involved in amateur sport as an Athlete or Participant?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Yes	493	308	185	139	82	103	42	75	104	111	131	43	99	190	263	35	59	143	92	193
	24.3%	24.4%	24.2%	20.5%	20.1%	29.8%	33.4%	36.7%	15.5%	22.7%	28.0%	28.5%	47.2%	35.9%	22.6%	12.1%	17.7%	20.3%	27.3%	31.8%
				FGH	FGH	DE	DE	DE	JKLM	I	I	I	IJKL	OP	P			QR	QR	
No	1,532	951	581	536	325	244	83	129	565	376	335	109	111	340	899	255	273	561	245	414
	75.6%	75.5%	75.7%	79.1%	79.9%	70.2%	66.6%	63.3%	84.3%	77.3%	71.8%	71.5%	52.8%	64.1%	77.3%	87.5%	81.9%	79.7%	72.7%	68.0%
				FGH	FGH				JKLM	M	M	M			N	NO	ST	ST		
DK/Refused	2	1	1	2	-	-	-	-	1	-	1	-	-	-	1	1	1	-	-	1
	0.1%	0.1%	0.2%	0.3%					0.2%		0.2%				0.1%	0.4%	0.4%			0.2%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1d2. Was the frequency of your participation at least once a week?

BASE: Those who have participated in amateur sports as an athlete or participant in the past 12 months

BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	493	35	94	218	37	46	63	320	173	112	142	100	68	66	354	25	61	34	10	413	80
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	475	41	95	188	49	48	54	316	159	101	125	101	73	71	342	23	56	36	10	394	81
Yes	407	28	68	188	31	42	49	262	145	91	118	87	51	57	289	22	52	30	8	349	58
	82.6%	80.8%	72.2%	86.4%	84.4%	92.0%	77.7%	81.9%	83.8%	81.0%	83.3%	86.9%	74.9%	85.6%	81.7%	85.5%	85.0%	86.6%	74.5%	84.5%	72.4%
				C		CG														U	
No	86	7	26	30	6	4	14	58	28	21	24	13	17	10	65	4	9	5	3	64	22
	17.4%	19.2%	27.8%	13.6%	15.6%	8.0%	22.3%	18.1%	16.2%	19.0%	16.7%	13.1%	25.1%	14.4%	18.3%	14.5%	15.0%	13.4%	25.5%	15.5%	27.6%
			DF				F														T

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D1d2. Was the frequency of your participation at least once a week?
 BASE: Those who have participated in amateur sports as an athlete or participant in the past 12 months
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	493	308	185	139	82	103	42	75	104	111	131	43	99	190	263	35	59	143	92	193
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	475	293	182	131	80	99	42	71	103	110	125	43	89	175	259	36	57	140	90	182
Yes	407	252	155	113	72	85	29	64	81	90	112	36	84	157	221	25	45	115	80	163
	82.6%	81.9%	83.6%	81.1%	87.5%	82.7%	68.9%	86.4%	78.1%	81.5%	85.7%	81.8%	85.0%	82.4%	84.2%	71.8%	76.6%	80.1%	87.2%	84.1%
					G			G												
No	86	56	30	26	10	18	13	10	23	20	19	8	15	33	41	10	14	28	12	31
	17.4%	18.1%	16.4%	18.9%	12.5%	17.3%	31.1%	13.6%	21.9%	18.5%	14.3%	18.2%	15.0%	17.6%	15.8%	28.2%	23.4%	19.9%	12.8%	15.9%
									EH											

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D2a. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: Sport contributes to Canadian identity?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456	
Strongly agree	988	93	179	404	75	91	146	479	509	115	218	172	190	280	625	74	66	160	47	833	155	
	48.7%	56.4%	35.0%	53.3%	52.3%	49.5%	55.0%	48.8%	48.7%	46.9%	51.5%	45.0%	50.0%	49.9%	49.3%	51.7%	50.4%	48.5%	43.8%	53.2%	33.7%	
		C		C	C	C	C													U		
Somewhat agree	785	57	239	267	55	69	98	366	419	102	164	156	142	206	498	57	51	121	40	570	215	
	38.7%	34.5%	46.7%	35.1%	38.5%	37.7%	37.0%	37.3%	40.0%	41.7%	38.8%	40.8%	37.5%	36.7%	39.2%	39.9%	38.6%	36.5%	37.3%	36.4%	46.8%	
			BDEFG																		T	
Somewhat disagree	143	10	54	51	5	9	13	69	74	20	28	29	30	33	85	7	9	24	12	90	53	
	7.1%	6.0%	10.6%	6.8%	3.7%	4.9%	5.0%	7.1%	7.0%	8.2%	6.6%	7.7%	7.9%	5.8%	6.7%	5.0%	6.9%	7.4%	11.6%	5.7%	11.5%	
			BDEFG																		T	
Strongly disagree	70	2	28	21	3	9	6	49	20	6	12	14	13	22	43	3	5	13	2	43	27	
	3.4%	1.1%	5.4%	2.8%	2.4%	4.8%	2.4%	5.0%	1.9%	2.7%	2.9%	3.7%	3.3%	4.0%	3.4%	1.9%	4.1%	3.9%	2.3%	2.7%	5.8%	
			BDEG			B		I													T	
DK/Refused	41	3	11	15	4	5	2	17	24	1	1	11	5	20	19	2	-	12	5	31	10	
	2.0%	2.1%	2.2%	2.0%	3.1%	3.0%	0.6%	1.8%	2.3%	0.5%	0.3%	2.8%	1.2%	3.6%	1.5%	1.5%		3.7%	5.0%	2.0%	2.2%	
												JK		JKM			O					
Agree - NET	1,773	150	418	670	130	160	244	845	928	217	382	327	332	486	1,123	132	117	281	87	1,403	370	
	87.5%	90.9%	81.8%	88.4%	90.8%	87.2%	91.9%	86.1%	88.7%	88.7%	90.3%	85.8%	87.6%	86.6%	88.5%	91.6%	89.0%	85.0%	81.1%	89.5%	80.4%	
		C		C	C		C									RS				U		
Disagree - NET	213	12	82	73	9	18	20	119	94	26	40	44	43	55	127	10	14	37	15	133	80	
	10.5%	7.0%	16.0%	9.6%	6.1%	9.8%	7.4%	12.1%	9.0%	10.8%	9.4%	11.4%	11.2%	9.8%	10.0%	6.9%	11.0%	11.2%	13.9%	8.5%	17.4%	
			BDEFG					I													T	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D2a. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: Sport contributes to Canadian identity?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Strongly agree	988	611	377	321	218	164	72	108	305	251	239	74	103	258	566	143	155	342	166	305
	48.7%	48.5%	49.1%	47.4%	53.6%	47.2%	57.6%	53.2%	45.6%	51.6%	51.3%	48.4%	49.4%	48.7%	48.7%	49.1%	46.5%	48.6%	49.2%	50.2%
							DF			I										
Somewhat agree	785	477	308	271	144	147	44	73	279	179	171	60	81	216	443	113	139	266	139	226
	38.7%	37.9%	40.1%	40.0%	35.4%	42.3%	35.0%	35.7%	41.6%	36.8%	36.6%	39.3%	38.5%	40.8%	38.1%	38.8%	41.8%	37.7%	41.1%	37.2%
Somewhat disagree	143	97	46	45	26	21	7	18	43	34	34	13	17	34	89	17	16	49	21	53
	7.1%	7.7%	6.0%	6.7%	6.4%	6.2%	5.4%	8.9%	6.4%	6.9%	7.3%	8.5%	8.3%	6.4%	7.6%	5.9%	4.8%	6.9%	6.2%	8.8%
																				Q
Strongly disagree	70	44	26	27	11	10	3	4	19	18	15	6	7	18	39	10	14	30	7	16
	3.4%	3.5%	3.4%	4.0%	2.7%	2.9%	2.1%	1.8%	2.8%	3.6%	3.3%	3.8%	3.5%	3.4%	3.3%	3.4%	4.4%	4.2%	2.1%	2.6%
DK/Refused	41	30	11	13	8	5	-	1	24	5	7	-	1	4	26	8	9	18	5	8
	2.0%	2.4%	1.4%	1.9%	1.9%	1.5%		0.4%	3.6%	1.0%	1.5%		0.3%	0.8%	2.2%	2.8%	2.6%	2.5%	1.3%	1.2%
				H					JKM						N					
Agree - NET	1,773	1,088	685	592	362	310	115	181	584	430	410	134	184	474	1,010	256	294	608	305	531
	87.5%	86.4%	89.2%	87.4%	89.0%	89.5%	92.5%	88.9%	87.2%	88.4%	87.9%	87.7%	87.9%	89.4%	86.8%	88.0%	88.3%	86.4%	90.4%	87.4%
Disagree - NET	213	141	72	72	37	31	9	22	62	51	49	19	25	52	128	27	30	78	28	69
	10.5%	11.2%	9.4%	10.7%	9.1%	9.1%	7.5%	10.7%	9.2%	10.5%	10.5%	12.3%	11.8%	9.8%	11.0%	9.2%	9.1%	11.1%	8.3%	11.4%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D2B. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: Participation in sport builds life long skills for young people?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment Status				Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Strongly agree	1,545	125	401	572	107	141	199	727	818	190	344	289	294	404	1,002	106	107	231	74	1,184	361
	76.2%	75.6%	78.5%	75.4%	74.3%	76.8%	75.0%	74.1%	78.2%	77.7%	81.4%	75.6%	77.4%	71.9%	78.9%	73.7%	81.6%	69.7%	69.6%	75.6%	78.4%
								H			N				R		RS				
Somewhat agree	398	33	93	152	31	36	54	205	193	48	66	73	75	128	229	28	21	79	26	314	84
	19.6%	20.2%	18.2%	20.0%	21.3%	19.5%	20.2%	20.9%	18.4%	19.8%	15.6%	19.1%	19.6%	22.8%	18.0%	19.4%	15.9%	23.9%	23.9%	20.0%	18.3%
														K			O				
Somewhat disagree	49	3	9	24	4	2	7	29	20	4	10	12	7	14	25	5	3	9	4	42	7
	2.4%	1.7%	1.8%	3.1%	2.9%	1.3%	2.5%	2.9%	1.9%	1.5%	2.4%	3.1%	1.7%	2.5%	1.9%	3.7%	2.5%	2.8%	3.3%	2.7%	1.6%
Strongly disagree	19	3	5	4	1	2	4	10	10	2	1	6	3	7	9	4	-	5	2	14	5
	0.9%	1.6%	0.9%	0.6%	0.9%	0.9%	1.7%	1.0%	0.9%	0.9%	0.3%	1.4%	0.7%	1.3%	0.7%	2.5%		1.4%	1.6%	0.9%	1.0%
DK/Refused	16	1	3	6	1	3	2	11	5	-	1	3	2	8	5	1	-	7	2	13	3
	0.8%	0.8%	0.6%	0.8%	0.5%	1.5%	0.6%	1.1%	0.5%		0.3%	0.7%	0.5%	1.5%	0.4%	0.7%		2.2%	1.6%	0.8%	0.7%
														K			O				
Agree - NET	1,943	158	494	724	137	177	253	932	1,011	238	410	362	368	532	1,231	134	128	310	100	1,498	445
	95.9%	95.9%	96.7%	95.5%	95.6%	96.3%	95.2%	95.0%	96.6%	97.5%	97.0%	94.8%	97.0%	94.7%	96.9%	93.1%	97.5%	93.6%	93.4%	95.6%	96.7%
										N					R						
Disagree - NET	68	5	14	28	6	4	11	38	30	6	11	17	9	21	34	9	3	14	5	56	12
	3.4%	3.3%	2.7%	3.7%	3.9%	2.2%	4.2%	3.9%	2.9%	2.5%	2.7%	4.6%	2.4%	3.8%	2.7%	6.2%	2.5%	4.2%	4.9%	3.6%	2.6%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D2B. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: Participation in sport builds life long skills for young people?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Strongly agree	1,545	974	570	483	326	284	104	173	461	396	377	125	167	411	886	219	236	530	265	486
	76.2%	77.4%	74.3%	71.2%	80.2%	81.9%	83.7%	85.0%	68.7%	81.3%	80.8%	81.7%	79.4%	77.7%	76.2%	75.3%	70.8%	75.2%	78.6%	79.9%
					D	D	D	D		I	I	I	I						Q	QR
Somewhat agree	398	237	161	162	67	53	18	26	172	74	76	24	38	102	229	56	77	142	65	101
	19.6%	18.8%	21.0%	24.0%	16.5%	15.2%	14.1%	13.0%	25.7%	15.2%	16.2%	15.6%	18.1%	19.2%	19.7%	19.2%	23.3%	20.2%	19.3%	16.5%
				EFGH					JKLM								T			
Somewhat disagree	49	31	18	19	7	7	1	2	18	11	10	3	5	10	27	8	11	15	6	13
	2.4%	2.4%	2.4%	2.8%	1.8%	2.0%	0.8%	1.2%	2.6%	2.3%	2.2%	1.7%	2.2%	1.9%	2.4%	2.9%	3.4%	2.2%	1.8%	2.2%
Strongly disagree	19	9	11	9	5	-	2	-	11	4	2	1	1	5	10	4	6	7	-	6
	0.9%	0.7%	1.4%	1.3%	1.2%		1.4%		1.7%	0.8%	0.4%	0.5%	0.3%	0.9%	0.9%	1.5%	1.8%	1.0%		1.0%
									KM											
DK/Refused	16	9	7	5	1	3	-	2	8	2	2	1	-	2	10	4	2	9	1	2
	0.8%	0.7%	0.9%	0.8%	0.2%	0.8%		0.9%	1.2%	0.4%	0.4%	0.5%		0.3%	0.8%	1.2%	0.7%	1.3%	0.4%	0.4%
Agree - NET	1,943	1,211	732	645	393	337	122	199	633	470	452	149	204	513	1,116	275	313	672	330	587
	95.9%	96.2%	95.3%	95.2%	96.7%	97.2%	97.8%	97.9%	94.5%	96.5%	97.0%	97.4%	97.5%	96.9%	95.9%	94.4%	94.1%	95.5%	97.8%	96.5%
								D			I		I						QR	
Disagree - NET	68	39	29	27	12	7	3	2	29	15	12	3	5	15	38	13	17	23	6	19
	3.4%	3.1%	3.7%	4.0%	3.1%	2.0%	2.2%	1.2%	4.3%	3.1%	2.6%	2.2%	2.5%	2.8%	3.2%	4.4%	5.2%	3.2%	1.8%	3.2%
				H													S			

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D3. Which statement is closer to your own opinion?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
It's a good idea for the government to spend money on hosting sport events like the Olympics or the Pan-American Games because they promote sport, tourism and economic development	1,283	110	295	497	96	123	162	668	615	162	292	243	221	343	839	85	90	196	49	1,019	264
	63.3%	66.5%	57.8%	65.5%	67.0%	67.1%	61.0%	68.1%	58.8%	66.3%	69.1%	63.5%	58.1%	61.0%	66.1%	58.8%	68.1%	59.4%	45.7%	65.1%	57.3%
		C		C	C	C		I		M	MN			RS	S	S	S			U	
It's not a good idea for the government to spend money on hosting sport events like the Olympic Games or the Pan-American Games because there are other more important uses of government funds	698	52	207	242	42	56	99	296	402	80	125	131	152	196	409	58	42	120	53	510	188
	34.4%	31.4%	40.6%	31.9%	29.0%	30.8%	37.4%	30.2%	38.4%	32.9%	29.5%	34.5%	40.2%	34.9%	32.2%	40.1%	31.9%	36.3%	49.6%	32.5%	40.9%
			BDEF						H				K						OQR		T
DK/Ref	46	3	8	20	6	4	4	16	29	2	6	8	6	23	22	2	-	14	5	37	8
	2.3%	2.1%	1.6%	2.7%	4.0%	2.1%	1.6%	1.7%	2.8%	0.8%	1.4%	2.0%	1.7%	4.1%	1.8%	1.1%		4.3%	4.8%	2.4%	1.8%
														JKM			OP				

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D3. Which statement is closer to your own opinion?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
It's a good idea for the government to spend money on hosting sport events like the Olympics or the Pan-American Games because they promote sport, tourism and economic development	1,283	831	452	387	264	240	91	145	365	326	313	108	148	359	718	179	213	439	215	391
	63.3%	66.0%	58.9%	57.1%	64.9%	69.3%	72.9%	71.3%	54.5%	67.0%	67.2%	70.9%	70.5%	67.8%	61.7%	61.4%	64.1%	62.4%	63.7%	64.2%
			C		D	D	D	D		I	I	I	I	O						
It's not a good idea for the government to spend money on hosting sport events like the Olympic Games or the Pan-American Games because there are other more important uses of government funds	698	403	295	275	139	101	30	56	284	148	146	44	61	165	414	105	112	249	115	207
	34.4%	32.0%	38.5%	40.6%	34.3%	29.2%	24.3%	27.7%	42.4%	30.4%	31.2%	28.6%	29.2%	31.1%	35.6%	36.0%	33.6%	35.4%	34.1%	34.0%
			B	EF	GH				JKLM											
DK/Ref	46	26	20	16	3	5	3	2	21	13	7	1	1	6	31	8	8	16	7	11
	2.3%	2.0%	2.6%	2.3%	0.8%	1.5%	2.8%	1.0%	3.1%	2.6%	1.6%	0.5%	0.4%	1.2%	2.7%	2.6%	2.3%	2.2%	2.2%	1.7%
				E					LM	LM					N					

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D4a. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that : 'I feel a heightened sense of pride in Canada when Canada hosts major international, sporting events such as the Olympic Games or the Pan-American Gam
 BASE: Representative Adults
 BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Strongly agree	884	88	180	354	70	82	110	440	444	117	202	149	151	251	555	54	63	149	45	732	151
	43.6%	53.2% CG	35.2%	46.7% C	48.9% C	44.7% C	41.3%	44.8%	42.4%	47.7% L	47.8% LM	39.0%	39.8%	44.6%	43.7%	37.7%	48.2%	45.0%	42.3%	46.7% U	32.8%
Somewhat agree	784	59	202	290	51	71	111	360	425	93	174	159	150	192	509	66	50	104	37	594	191
	38.7%	35.7%	39.6%	38.2%	35.6%	38.6%	41.8%	36.7%	40.6%	38.1%	41.2% N	41.7% N	39.5%	34.3%	40.1% R	46.1% R	37.8%	31.4%	34.2%	37.9%	41.4%
Somewhat disagree	201	8	66	69	15	17	25	97	104	23	29	38	43	66	114	11	14	44	15	139	61
	9.9%	5.0%	12.8% BD	9.1% B	10.7% B	9.5%	9.4%	9.9%	9.9%	9.6%	6.8%	9.9%	11.3% K	11.8% K	9.0%	7.5%	10.6%	13.2% OP	13.9%	8.9%	13.3% T
Strongly disagree	119	6	50	30	5	12	16	61	58	10	17	27	23	39	75	8	2	22	7	74	45
	5.9%	3.5%	9.8% BDE	4.0%	3.5%	6.3%	6.1%	6.3%	5.5%	4.1%	3.9%	7.1%	6.1%	6.9% K	5.9% Q	5.7%	1.6%	6.7% Q	6.2%	4.7%	9.8% T
DK/Refused	40	4	13	15	2	2	3	23	16	1	1	9	12	14	16	4	2	12	4	27	12
	2.0%	2.5%	2.6%	2.0%	1.3%	0.9%	1.3%	2.4%	1.5%	0.5%	0.3%	2.3% JK	3.3% JK	2.4% JK	1.3%	3.0%	1.8%	3.6% O	3.4%	1.8%	2.6%
Agree - NET	1,668	147	382	644	121	153	221	799	869	210	376	308	301	443	1,064	121	113	253	82	1,326	342
	82.3%	89.0% C	74.8%	84.9% C	84.5% C	83.3% C	83.2% C	81.5%	83.1%	85.9% MN	89.0% LMN	80.7%	79.3%	78.9%	83.8% R	83.8%	86.0% R	76.4%	76.5%	84.6% U	74.2%
Disagree - NET	320	14	116	99	20	29	41	159	161	33	45	65	66	105	189	19	16	66	21	213	106
	15.8%	8.6%	22.6% BDEFG	13.1%	14.2%	15.8% B	15.5% B	16.2%	15.4%	13.6%	10.7%	17.0% K	17.4% K	18.7% K	14.9%	13.2%	12.2%	19.9% OQ	20.0%	13.6%	23.1% T

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D4a. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that : 'I feel a heightened sense of pride in Canada when Canada hosts major international, sporting events such as the Olympic Games or the Pan-American Gam
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Strongly agree	884	555	329	275	190	159	58	98	291	226	192	60	101	233	517	117	124	295	163	286
	43.6%	44.1%	42.8%	40.6%	46.9%	45.8%	46.6%	48.2%	43.4%	46.4%	41.3%	39.0%	48.1%	43.9%	44.4%	40.1%	37.2%	42.0%	48.3%	47.0%
					D														Q	Q
Somewhat agree	784	495	290	268	159	138	48	74	241	191	195	63	77	211	444	113	140	272	125	227
	38.7%	39.3%	37.7%	39.5%	39.1%	39.9%	38.2%	36.6%	36.0%	39.4%	41.8%	41.1%	37.0%	39.8%	38.2%	38.8%	42.1%	38.7%	37.1%	37.3%
Somewhat disagree	201	118	83	73	31	32	10	18	76	34	42	21	24	49	116	32	33	78	29	58
	9.9%	9.3%	10.8%	10.8%	7.5%	9.1%	7.9%	9.0%	11.4%	7.0%	8.9%	13.5%	11.4%	9.3%	10.0%	11.0%	9.8%	11.1%	8.6%	9.5%
									J			J								
Strongly disagree	119	73	46	46	20	13	7	11	44	28	30	6	5	29	63	23	29	44	15	27
	5.9%	5.8%	6.0%	6.9%	4.9%	3.7%	6.0%	5.6%	6.5%	5.8%	6.4%	4.2%	2.4%	5.5%	5.4%	7.8%	8.6%	6.2%	4.4%	4.4%
				F					M	M	M						ST			
DK/Refused	40	19	21	15	7	5	2	1	18	7	8	3	2	8	23	7	8	14	5	10
	2.0%	1.5%	2.7%	2.3%	1.6%	1.5%	1.3%	0.6%	2.6%	1.4%	1.6%	2.2%	1.1%	1.5%	2.0%	2.3%	2.3%	2.1%	1.5%	1.7%
				H																
Agree - NET	1,668	1,050	618	543	349	297	105	172	532	417	388	122	178	444	961	230	264	568	288	513
	82.3%	83.4%	80.5%	80.0%	86.0%	85.7%	84.7%	84.8%	79.5%	85.8%	83.1%	80.1%	85.1%	83.8%	82.6%	78.9%	79.3%	80.6%	85.4%	84.3%
					D	D				I									Q	
Disagree - NET	320	191	129	120	50	44	17	30	120	62	71	27	29	78	179	55	61	122	44	85
	15.8%	15.1%	16.8%	17.7%	12.4%	12.8%	13.9%	14.6%	17.9%	12.8%	15.3%	17.7%	13.8%	14.8%	15.4%	18.8%	18.4%	17.3%	13.1%	13.9%
				EF					J											

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D4b. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'Seeing Canadian athletes perform well at international events such as the Olympics and the Paralympics makes me proud to be Canadian.'

BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027 100.0%	165 100.0%	511 100.0%	758 100.0%	144 100.0%	184 100.0%	265 100.0%	981 100.0%	1,046 100.0%	244 100.0%	423 100.0%	382 100.0%	379 100.0%	561 100.0%	1,269 100.0%	144 100.0%	132 100.0%	331 100.0%	107 100.0%	1,567 100.0%	460 100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Strongly agree	1,187 58.5%	113 68.7% C	225 44.1% C	484 63.8% C	91 63.7% C	113 61.5% C	159 60.0% C	583 59.5%	603 57.7%	144 59.1%	261 61.6%	216 56.7%	221 58.3%	329 58.6%	756 59.6%	85 58.9%	82 62.0%	189 57.1%	54 50.5%	998 63.7% U	188 41.0%
Somewhat agree	585 28.9%	37 22.1%	168 32.9% B	216 28.5%	38 26.4%	54 29.4%	72 27.3%	259 26.4%	326 31.2% H	73 29.7%	120 28.4%	110 28.8%	101 26.6%	165 29.3%	357 28.1%	43 29.6%	37 28.5%	97 29.4%	35 32.4%	426 27.2%	159 34.6% T
Somewhat disagree	139 6.9%	8 4.8%	63 12.4% BDEFG	31 4.0%	10 7.0%	8 4.2%	20 7.4%	78 8.0%	61 5.8%	14 5.7%	25 5.9%	31 8.1%	36 9.5% N	33 5.8%	92 7.2%	10 7.1%	7 5.5%	21 6.4%	7 6.1%	78 5.0%	61 13.3% T
Strongly disagree	85 4.2%	4 2.3%	46 9.0% BDEFG	15 1.9%	3 1.9%	7 4.0%	10 3.8%	45 4.6%	39 3.8%	10 4.2%	12 2.9%	18 4.8%	18 4.8%	24 4.2%	50 4.0% P	2 1.5%	3 2.2%	17 5.0% P	8 7.6% P	41 2.6%	43 9.4% T
DK/Refused	32 1.6%	3 2.1%	8 1.6%	14 1.8%	1 1.0%	2 0.9%	4 1.4%	16 1.6%	16 1.6%	3 1.3%	5 1.1%	7 1.7%	3 0.8%	12 2.1%	14 1.1%	4 3.0%	2 1.8%	7 2.1%	4 3.3%	24 1.5%	8 1.7%
Agree - NET	1,771 87.4%	150 90.8% C	393 77.0%	700 92.3% CG	129 90.1% C	167 90.9% C	232 87.3% C	842 85.8%	929 88.9% H	217 88.8%	381 90.0% M	326 85.5%	322 84.9%	494 87.9%	1,113 87.7%	127 88.5%	119 90.5%	286 86.5%	89 82.9%	1,424 90.9% U	348 75.6%
Disagree - NET	224 11.0%	12 7.0%	109 21.4% BDEFG	45 5.9%	13 8.9%	15 8.2%	30 11.2% D	124 12.6% I	100 9.6%	24 9.9%	37 8.8%	49 12.8%	54 14.3% KN	56 10.0%	142 11.2%	12 8.6%	10 7.7%	38 11.4%	15 13.7%	119 7.6%	105 22.7% T

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D4b. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'Seeing Canadian athletes perform well at international events such as the Olympics and the Paralympics makes me proud to be Canadian.'
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Strongly agree	1,187	735	451	383	265	199	76	132	396	306	262	77	130	304	700	163	180	400	214	374
	58.5%	58.4%	58.8%	56.5%	65.2%	57.3%	60.7%	65.0%	59.0%	63.0%	56.2%	50.4%	62.2%	57.5%	60.2%	55.8%	54.2%	56.8%	63.5%	61.5%
					DF			D		KL		L						QR	Q	
Somewhat agree	585	370	215	196	101	113	34	50	181	126	146	57	60	161	315	93	101	210	93	162
	28.9%	29.4%	28.0%	29.0%	24.8%	32.7%	27.4%	24.6%	27.0%	25.9%	31.2%	37.4%	28.8%	30.5%	27.1%	31.9%	30.4%	29.8%	27.7%	26.7%
						EH						IJ								
Somewhat disagree	139	79	60	54	25	22	10	13	53	30	31	12	9	38	80	18	23	54	17	41
	6.9%	6.3%	7.8%	8.0%	6.2%	6.4%	7.6%	6.4%	7.9%	6.1%	6.7%	8.0%	4.1%	7.2%	6.9%	6.2%	6.9%	7.7%	5.2%	6.8%
									M											
Strongly disagree	85	56	29	28	15	8	5	8	30	18	18	6	8	19	48	15	20	24	12	25
	4.2%	4.4%	3.7%	4.1%	3.6%	2.3%	4.3%	4.0%	4.4%	3.7%	3.9%	4.1%	3.7%	3.5%	4.2%	5.0%	6.1%	3.4%	3.4%	4.2%
DK/Refused	32	18	14	16	1	5	-	-	11	6	9	-	2	7	20	3	8	16	1	6
	1.6%	1.5%	1.8%	2.4%	0.2%	1.4%			1.6%	1.3%	2.0%		1.1%	1.4%	1.7%	1.1%	2.4%	2.2%	0.2%	0.9%
				E												S	S			
Agree - NET	1,771	1,106	666	579	366	312	110	182	576	432	408	134	191	466	1,015	256	282	610	307	536
	87.4%	87.8%	86.7%	85.5%	90.1%	89.9%	88.0%	89.6%	86.0%	88.9%	87.4%	87.8%	91.0%	87.9%	87.3%	87.7%	84.6%	86.7%	91.2%	88.1%
					D	D						I							QR	
Disagree - NET	224	135	88	82	40	30	15	21	83	48	49	19	16	57	128	33	43	78	29	66
	11.0%	10.8%	11.5%	12.1%	9.7%	8.7%	12.0%	10.4%	12.4%	9.8%	10.6%	12.2%	7.8%	10.7%	11.0%	11.2%	12.9%	11.1%	8.6%	10.9%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D4c. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport.'

BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group						Employment Status				Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Strongly agree	743	64	185	288	44	58	104	393	351	74	149	144	139	223	480	48	39	136	26	583	160
	36.7%	38.7%	36.3%	38.0%	30.8%	31.5%	39.1%	40.0%	33.5%	30.1%	35.4%	37.6%	36.7%	39.8%	37.8%	33.4%	29.7%	41.0%	24.4%	37.2%	34.9%
Somewhat agree	805	64	185	314	60	75	107	374	431	106	188	155	158	188	522	65	60	95	47	636	169
	39.7%	38.6%	36.3%	41.3%	41.9%	40.9%	40.3%	38.1%	41.2%	43.4%	44.5%	40.5%	41.6%	33.5%	41.1%	45.0%	45.5%	28.6%	44.0%	40.6%	36.6%
Somewhat disagree	264	19	85	84	23	28	25	106	158	42	51	48	46	71	156	18	21	47	19	184	80
	13.0%	11.3%	16.6%	11.1%	15.9%	15.2%	9.5%	10.8%	15.1%	17.3%	12.1%	12.5%	12.0%	12.6%	12.3%	12.3%	16.0%	14.2%	17.3%	11.8%	17.3%
Strongly disagree	162	15	42	53	10	18	25	84	78	18	28	27	28	59	88	8	11	38	12	123	39
	8.0%	9.0%	8.2%	7.0%	7.0%	9.7%	9.3%	8.6%	7.4%	7.4%	6.6%	7.1%	7.3%	10.5%	6.9%	5.3%	8.1%	11.5%	10.9%	7.9%	8.5%
DK/Refused	53	4	14	19	6	5	5	25	28	4	6	9	9	20	23	6	1	16	4	40	13
	2.6%	2.4%	2.6%	2.5%	4.4%	2.8%	1.8%	2.5%	2.7%	1.8%	1.5%	2.2%	2.4%	3.6%	1.8%	3.9%	0.7%	4.7%	3.5%	2.6%	2.7%
Agree - NET	1,548	128	371	602	104	133	211	766	782	179	337	298	297	412	1,002	113	99	230	73	1,219	329
	76.4%	77.3%	72.6%	79.4%	72.7%	72.4%	79.4%	78.1%	74.8%	73.4%	79.8%	78.2%	78.3%	73.3%	78.9%	78.4%	75.2%	69.5%	68.4%	77.8%	71.5%
Disagree - NET	426	34	127	137	33	46	50	190	236	60	79	75	73	130	244	25	32	85	30	307	119
	21.0%	20.3%	24.8%	18.1%	22.9%	24.8%	18.8%	19.4%	22.6%	24.8%	18.7%	19.6%	19.4%	23.1%	19.2%	17.6%	24.1%	25.7%	28.2%	19.6%	25.8%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

D4c. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that: 'With Vancouver hosting the Olympic and Paralympic Games in 2010, the federal government should increase funding for amateur sport.'
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Strongly agree	743	483	260	226	158	137	50	88	235	184	178	60	71	183	441	100	120	245	127	237
	36.7%	38.4%	33.9%	33.3%	38.9%	39.5%	40.0%	43.1%	35.1%	37.8%	38.2%	39.1%	33.7%	34.6%	37.9%	34.3%	36.0%	34.8%	37.6%	38.9%
Somewhat agree	805	515	290	267	165	144	51	78	248	205	196	62	86	227	456	113	124	277	140	251
	39.7%	40.9%	37.8%	39.3%	40.6%	41.5%	41.3%	38.3%	37.0%	42.1%	42.1%	40.4%	41.3%	42.9%	39.2%	38.6%	37.3%	39.4%	41.4%	41.2%
Somewhat disagree	264	147	117	101	53	42	15	20	97	60	50	15	35	75	143	39	45	93	45	74
	13.0%	11.7%	15.2%	15.0%	13.0%	12.0%	12.3%	10.1%	14.5%	12.2%	10.7%	10.0%	16.9%	14.1%	12.3%	13.5%	13.5%	13.3%	13.4%	12.2%
Strongly disagree	162	86	76	63	24	17	6	17	71	27	28	15	15	36	89	32	34	66	20	35
	8.0%	6.8%	9.9%	9.3%	5.9%	5.0%	4.7%	8.2%	10.6%	5.5%	6.0%	9.8%	7.1%	6.7%	7.7%	10.9%	10.1%	9.3%	6.0%	5.8%
DK/Refused	53	28	25	21	6	7	2	1	19	11	14	1	2	9	33	8	10	23	5	12
	2.6%	2.3%	3.2%	3.1%	1.5%	2.0%	1.8%	0.3%	2.9%	2.3%	2.9%	0.7%	1.0%	1.7%	2.9%	2.7%	3.1%	3.2%	1.6%	1.9%
Agree - NET	1,548	998	550	493	323	281	101	165	482	389	375	121	157	411	897	212	244	522	266	487
	76.4%	79.3%	71.7%	72.7%	79.5%	81.0%	81.3%	81.4%	72.0%	79.9%	80.3%	79.5%	75.0%	77.5%	77.1%	72.9%	73.3%	74.2%	79.0%	80.1%
Disagree - NET	426	233	193	164	77	59	21	37	168	86	78	30	50	110	232	71	78	159	65	109
	21.0%	18.5%	25.1%	24.2%	19.0%	17.0%	16.9%	18.3%	25.1%	17.8%	16.7%	19.8%	24.0%	20.8%	20.0%	24.4%	23.6%	22.6%	19.4%	17.9%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Table SEX Page 29

Gender
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Male	981	80	246	365	70	91	130	981	-	120	212	185	193	253	661	70	57	163	7	755	226
	48.4%	48.3%	48.2%	48.1%	48.6%	49.5%	48.8%	100.0%		49.1%	50.3%	48.5%	50.9%	45.1%	52.1%	48.7%	43.0%	49.2%	6.2%	48.2%	49.1%
															S	S	S	S			
Female	1,046	85	264	394	74	93	136	-	1,046	124	210	197	186	308	608	74	75	168	100	811	234
	51.6%	51.7%	51.8%	51.9%	51.4%	50.5%	51.2%		100.0%	50.9%	49.7%	51.5%	49.1%	54.9%	47.9%	51.3%	57.0%	50.8%	93.8%	51.8%	50.9%
																			OPQR		

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Table SEX Page 30

Gender
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Male	981	619	362	299	198	180	78	115	333	223	226	77	98	314	553	95	171	328	167	295
	48.4%	49.2%	47.2%	44.2%	48.8%	52.0%	62.8%	56.4%	49.7%	45.8%	48.4%	50.3%	46.7%	59.2%	47.6%	32.7%	51.3%	46.6%	49.5%	48.5%
						D	DEF	D						OP	P					
Female	1,046	640	406	378	208	166	46	89	337	263	241	76	112	216	609	196	162	376	170	313
	51.6%	50.8%	52.8%	55.8%	51.2%	48.0%	37.2%	43.6%	50.3%	54.2%	51.6%	49.7%	53.3%	40.8%	52.4%	67.3%	48.7%	53.4%	50.5%	51.5%
				FGH	G	G									N	NO				

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Region
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
ATLANTIC	165	165	-	-	-	-	-	80	85	19	36	30	30	46	92	11	13	29	16	160	5
	8.1%	100.0%						8.1%	8.2%	7.9%	8.5%	8.0%	7.9%	8.1%	7.2%	7.9%	9.6%	8.7%	14.9%	10.2%	1.0%
QUEBEC	511	-	511	-	-	-	-	246	264	61	101	96	99	141	314	35	29	97	21	57	454
	25.2%		100.0%					25.1%	25.3%	25.1%	23.9%	25.1%	26.1%	25.2%	24.7%	24.5%	22.3%	29.4%	19.6%	3.6%	98.6%
ONTARIO	758	-	-	758	-	-	-	365	394	90	161	140	142	212	488	60	46	121	28	757	1
	37.4%			100.0%				37.2%	37.6%	37.0%	38.2%	36.6%	37.5%	37.8%	38.5%	41.7%	35.3%	36.5%	26.5%	48.3%	0.2%
MANITOBA	72	-	-	-	72	-	-	36	36	9	11	14	13	24	50	3	3	9	6	72	-
	3.6%				50.3%			3.7%	3.4%	3.8%	2.6%	3.7%	3.4%	4.3%	4.0%	2.3%	1.9%	2.6%	5.4%	4.6%	
SASKATCHEWAN	71	-	-	-	71	-	-	33	38	12	14	6	19	20	47	4	4	10	4	71	-
	3.5%				49.7%			3.4%	3.6%	4.9%	3.4%	1.5%	4.9%	3.5%	3.7%	2.9%	3.1%	3.2%	3.6%	4.6%	
ALBERTA	184	-	-	-	-	184	-	91	93	27	38	40	32	44	117	14	15	22	12	183	1
	9.1%					100.0%		9.3%	8.9%	11.0%	9.1%	10.4%	8.5%	7.8%	9.2%	9.4%	11.8%	6.6%	11.3%	11.7%	0.2%
BC	265	-	-	-	-	-	265	130	136	25	60	56	44	74	161	16	21	43	20	265	-
	13.1%						100.0%	13.2%	13.0%	10.4%	14.3%	14.7%	11.6%	13.3%	12.7%	11.2%	16.0%	13.0%	18.8%	16.9%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Region
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
ATLANTIC	165	54	111	63	36	20	15	9	63	42	32	11	14	31	103	26	30	52	35	42
	8.1%	4.3%	14.5%	9.3%	8.7%	5.7%	12.3%	4.3%	9.4%	8.6%	6.8%	7.5%	6.6%	5.8%	8.9%	9.0%	9.0%	7.5%	10.5%	6.8%
			B	FH	H		FH								N					
QUEBEC	511	343	168	204	107	73	28	38	170	128	116	31	49	148	264	84	96	172	92	136
	25.2%	27.2%	21.9%	30.1%	26.3%	21.2%	22.3%	18.7%	25.4%	26.3%	24.9%	20.6%	23.2%	28.0%	22.7%	28.9%	28.9%	24.4%	27.3%	22.3%
		C		FH	H									O		O	T			
ONTARIO	758	525	233	214	137	146	48	111	220	193	179	69	82	195	445	103	114	282	115	233
	37.4%	41.7%	30.4%	31.6%	33.6%	42.0%	38.9%	54.4%	32.8%	39.8%	38.4%	45.0%	39.3%	36.8%	38.3%	35.2%	34.2%	40.1%	34.1%	38.3%
		C			DE		DEFG			I		I								
MANITOBA	72	39	33	26	13	13	1	7	38	11	12	4	6	21	41	10	15	21	11	24
	3.6%	3.1%	4.3%	3.8%	3.2%	3.6%	1.0%	3.4%	5.7%	2.3%	2.6%	2.7%	3.0%	3.9%	3.5%	3.5%	4.5%	2.9%	3.2%	3.9%
			G						JK											
SASKATCHEWAN	71	35	36	29	14	9	6	3	25	13	21	3	9	25	36	10	14	27	9	21
	3.5%	2.8%	4.7%	4.4%	3.5%	2.6%	4.5%	1.3%	3.7%	2.6%	4.4%	2.2%	4.3%	4.7%	3.1%	3.5%	4.2%	3.8%	2.6%	3.5%
			B	H																
ALBERTA	184	107	77	62	39	34	12	15	75	43	37	6	21	50	111	20	21	66	36	58
	9.1%	8.5%	10.0%	9.1%	9.6%	9.8%	9.5%	7.6%	11.1%	8.8%	7.9%	4.1%	10.1%	9.4%	9.5%	7.0%	6.3%	9.4%	10.6%	9.5%
									L	L			L							
BC	265	157	109	79	61	53	14	21	80	56	70	27	28	60	163	38	43	84	39	95
	13.1%	12.4%	14.2%	11.7%	14.9%	15.2%	11.5%	10.2%	11.9%	11.5%	14.9%	17.9%	13.6%	11.4%	14.0%	12.9%	12.9%	11.9%	11.6%	15.6%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

EDUCATION
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment Status				Language	
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Current Student	210	14	49	82	15	21	28	98	112	140	44	10	8	4	71	10	127	2	-	166	43
	10.3%	8.3%	9.5%	10.9%	10.5%	11.5%	10.7%	10.0%	10.7%	57.3%	10.5%	2.5%	2.1%	0.7%	5.6%	6.8%	96.2%	0.6%		10.6%	9.4%
										KLMN	LMN	N			R	R	OPR				
Public/Elementary	69	12	25	14	9	5	5	31	38	2	7	4	8	48	18	10	-	32	7	47	22
	3.4%	7.2%	4.8%	1.8%	6.3%	3.0%	1.7%	3.2%	3.6%	0.8%	1.6%	1.0%	2.1%	8.6%	1.4%	6.9%		9.8%	6.9%	3.0%	4.8%
		DG	DG		DG									JKLM		O		O	O		
Some High School	313	25	69	107	28	44	40	150	162	21	46	63	60	120	167	33	-	77	32	249	64
	15.4%	15.3%	13.5%	14.0%	19.6%	24.2%	14.9%	15.3%	15.5%	8.5%	10.9%	16.4%	15.7%	21.3%	13.2%	23.0%		23.1%	30.0%	15.9%	13.9%
					BCDG						JK	J		JKM		O		O	O		
Graduated High School	288	26	77	100	26	25	36	152	136	33	45	63	59	86	178	27	2	54	23	218	70
	14.2%	15.5%	15.0%	13.1%	17.9%	13.5%	13.5%	15.5%	13.0%	13.6%	10.7%	16.5%	15.4%	15.2%	14.0%	18.7%	1.7%	16.4%	21.7%	13.9%	15.2%
												K		K	Q	Q		Q	Q		
Some Vocational/ Technical/College/CEGEP	128	8	36	52	6	5	20	64	63	10	29	29	34	25	91	11	1	16	8	98	30
	6.3%	5.0%	7.0%	6.8%	4.4%	2.6%	7.7%	6.5%	6.1%	4.3%	6.9%	7.7%	8.9%	4.4%	7.2%	7.9%	0.6%	4.8%	7.8%	6.3%	6.4%
			F	F			F				N	JN			Q	Q		Q	Q		
Completed Vocational/ Technical/College/CEGEP	359	34	92	141	18	38	36	159	200	24	103	79	72	81	276	23	-	45	13	275	84
	17.7%	20.3%	18.1%	18.7%	12.2%	20.8%	13.5%	16.2%	19.1%	9.7%	24.4%	20.8%	19.0%	14.4%	21.7%	15.6%		13.6%	12.3%	17.5%	18.2%
		E	E	E		EG					JN	JN	J		RS						
Some University	95	7	19	36	13	4	16	42	52	1	13	16	22	42	67	4	-	20	2	79	15
	4.7%	4.4%	3.7%	4.7%	9.0%	2.4%	5.9%	4.3%	5.0%	0.5%	3.0%	4.2%	5.7%	7.4%	5.3%	3.1%		6.2%	2.0%	5.1%	3.3%
					CDF						J	J	J	JKL	S			S			
Completed University	372	25	97	144	20	33	54	183	189	11	106	80	84	90	282	16	2	50	17	282	90
	18.4%	14.9%	19.1%	18.9%	13.9%	17.7%	20.3%	18.7%	18.0%	4.5%	25.0%	21.0%	22.1%	16.0%	22.2%	11.4%	1.6%	15.2%	15.9%	18.0%	19.6%
											JN	J	JN	J	PQR	Q		Q	Q		
Post Graduate	153	11	31	69	7	6	27	77	76	1	29	36	32	54	116	8	-	25	2	125	28
	7.5%	6.9%	6.2%	9.1%	5.1%	3.4%	10.3%	7.8%	7.2%	0.3%	7.0%	9.5%	8.4%	9.7%	9.2%	5.6%		7.6%	2.0%	8.0%	6.1%
				EF			EF				J	J	J	J	S			S			
Refused	42	3	16	15	1	2	4	25	17	1	-	2	3	12	3	1	-	9	1	28	14
	2.1%	2.1%	3.2%	2.0%	0.9%	0.9%	1.5%	2.5%	1.6%	0.5%		0.5%	0.7%	2.2%	0.2%	0.8%		2.7%	1.2%	1.8%	3.0%
			EF											JLM		O		O			

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

EDUCATION
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Current Student	210	153	57	98	34	25	5	10	-	-	-	-	210	163	33	11	18	54	35	102
	10.3%	12.1%	7.4%	14.5%	8.3%	7.3%	4.0%	4.9%					100.0%	30.9%	2.9%	3.7%	5.4%	7.7%	10.3%	16.7%
		C		EFGH										OP					Q	QRS
Public/Elementary	69	27	42	47	4	3	1	2	69	-	-	-	-	8	42	18	20	29	9	11
	3.4%	2.1%	5.5%	7.0%	0.9%	0.9%	0.6%	1.0%	10.3%					1.4%	3.6%	6.3%	5.9%	4.1%	2.6%	1.8%
		B		EFGH											N		ST	T		
Some High School	313	150	162	146	70	34	10	14	313	-	-	-	-	59	187	66	55	117	52	87
	15.4%	11.9%	21.1%	21.6%	17.1%	9.7%	8.3%	6.8%	46.7%					11.1%	16.1%	22.6%	16.4%	16.6%	15.5%	14.3%
		B		FGH											N		NO			
Graduated High School	288	159	129	116	65	53	10	11	288	-	-	-	-	63	178	46	48	95	52	91
	14.2%	12.7%	16.8%	17.2%	16.1%	15.3%	8.3%	5.4%	43.0%					11.9%	15.3%	15.7%	14.4%	13.5%	15.3%	15.0%
			B	GH		GH														
Some Vocational/ Technical/College/CEGEP	128	76	51	43	32	20	8	8	-	128	-	-	-	37	76	14	17	45	22	44
	6.3%	6.1%	6.7%	6.4%	8.0%	5.8%	6.6%	3.8%		26.2%				7.0%	6.5%	4.8%	5.1%	6.4%	6.5%	7.2%
				H																
Completed Vocational/ Technical/College/CEGEP	359	217	142	109	79	62	27	41	-	359	-	-	-	64	237	58	56	133	70	99
	17.7%	17.2%	18.5%	16.1%	19.6%	17.8%	21.9%	20.3%		73.8%				12.1%	20.3%	19.9%	16.7%	18.9%	20.7%	16.3%
															N	N				
Some University	95	63	32	20	23	17	13	10	-	-	95	-	-	14	65	14	20	38	17	19
	4.7%	5.0%	4.1%	3.0%	5.7%	4.8%	10.2%	5.0%			20.3%			2.7%	5.6%	4.8%	5.9%	5.3%	5.0%	3.2%
					D		D								N					
Completed University	372	274	98	69	67	105	38	60	-	-	372	-	-	88	238	40	73	117	53	120
	18.4%	21.7%	12.8%	10.1%	16.4%	30.4%	30.3%	29.4%			79.7%			16.5%	20.5%	13.7%	22.0%	16.7%	15.7%	19.7%
		C			D	DE	DE	DE							P		RS			
Post Graduate	153	118	34	23	32	28	11	48	-	-	-	153	-	31	99	22	24	67	26	34
	7.5%	9.4%	4.5%	3.4%	7.9%	7.9%	9.1%	23.4%				100.0%		5.9%	8.5%	7.6%	7.3%	9.6%	7.7%	5.6%
		C			D	D	D	DEFG										T		
Refused	42	22	20	5	-	-	1	-	-	-	-	-	-	2	10	3	3	8	2	1
	2.1%	1.8%	2.6%	0.8%			0.8%							0.4%	0.8%	0.9%	0.8%	1.2%	0.7%	0.2%
																		T		

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Age group
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456	
18-24	244	19	61	90	21	27	25	120	124	244	-	-	-	-	121	22	93	-	8	187	58	
	12.1%	11.6%	12.0%	11.9%	14.8%	14.6%	9.6%	12.2%	11.9%	100.0%					9.5%	15.3%	70.5%		7.0%	11.9%	12.5%	
																S	OPS					
25-34	423	36	101	161	25	38	60	212	210	-	423	-	-	-	325	36	27	2	30	330	92	
	20.9%	21.7%	19.8%	21.3%	17.7%	20.8%	22.8%	21.6%	20.1%		100.0%				25.6%	25.1%	20.4%	0.7%	27.8%	21.1%	20.0%	
															R	R	R		R			
35-44	382	30	96	140	20	40	56	185	197	-	-	382	-	-	314	29	7	5	23	296	86	
	18.8%	18.4%	18.7%	18.4%	13.9%	21.7%	21.1%	18.9%	18.8%			100.0%			24.7%	20.5%	5.1%	1.5%	21.1%	18.9%	18.6%	
						E	E								QR	QR			QR			
45-54	379	30	99	142	32	44	44	193	186	-	-	-	379	-	302	38	3	15	18	290	89	
	18.7%	18.0%	19.4%	18.8%	22.2%	17.6%	16.6%	19.7%	17.8%				100.0%		23.8%	26.5%	2.5%	4.5%	16.4%	18.5%	19.3%	
															QR	QR			QR			
55+	561	46	141	212	44	44	74	253	308	-	-	-	-	561	200	18	1	305	28	436	126	
	27.7%	27.6%	27.7%	28.0%	30.6%	23.9%	28.0%	25.8%	29.5%					100.0%	15.8%	12.6%	0.6%	92.1%	26.3%	27.8%	27.3%	
															Q	Q		OPQS	OPQ			
Don't Know/No Response	37	4	12	12	1	3	5	18	20	-	-	-	-	-	7	-	1	4	1	27	10	
	1.8%	2.6%	2.4%	1.6%	0.9%	1.4%	1.9%	1.8%	1.9%						0.6%		0.9%	1.2%	1.4%	1.8%	2.2%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Age group
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
18-24	244	161	83	111	36	34	10	14	56	34	12	1	140	207	37	-	15	63	50	116
	12.1%	12.8%	10.8%	16.3%	8.8%	9.9%	7.8%	7.0%	8.4%	7.0%	2.6%	0.5%	66.8%	39.0%	3.1%		4.4%	8.9%	14.7%	19.1%
				EF					KL	KL	L		IJKL	O			Q	QR	QR	QR
25-34	423	281	142	143	107	76	29	34	98	132	119	29	44	158	248	15	59	140	91	131
	20.9%	22.3%	18.5%	21.2%	26.3%	21.9%	23.6%	16.9%	14.6%	27.2%	25.4%	19.3%	21.2%	29.9%	21.3%	5.3%	17.8%	19.9%	27.1%	21.6%
		C			H					IL	I		I	OP	P				QR	QR
35-44	382	245	136	111	83	77	30	53	129	109	96	36	10	70	267	41	47	76	67	189
	18.8%	19.5%	17.8%	16.3%	20.4%	22.2%	23.7%	26.0%	19.3%	22.3%	20.6%	23.8%	4.6%	13.2%	23.0%	14.1%	14.1%	10.8%	19.8%	31.0%
					D	D		D	M	M	M	M			NP				R	QRS
45-54	379	220	159	90	81	77	36	60	126	106	105	32	8	55	252	70	56	113	81	126
	18.7%	17.5%	20.7%	13.3%	19.9%	22.3%	28.8%	29.7%	18.8%	21.7%	22.5%	20.8%	3.8%	10.4%	21.7%	24.0%	17.0%	16.0%	24.0%	20.7%
					D	D	D	DE	M	M	M	M			N	N			QR	R
55+	561	332	229	221	99	81	20	41	253	105	132	54	4	36	354	163	156	307	45	44
	27.7%	26.4%	29.9%	32.6%	24.3%	23.4%	16.0%	20.4%	37.8%	21.7%	28.3%	35.6%	2.0%	6.7%	30.5%	56.0%	46.8%	43.6%	13.3%	7.2%
				EF	G				JKM	M	JM	JM			N	NO	ST	ST	T	T
Don't Know/No Response	37	20	18	2	1	1	-	-	8	-	3	-	3	4	6	2	-	6	4	2
	1.8%	1.6%	2.3%	0.3%	0.3%	0.3%			1.1%		0.6%		1.6%	0.8%	0.5%	0.6%		0.9%	1.1%	0.3%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

4. What is your marital status?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456	
Single (never married)	530	31	148	195	46	50	60	314	216	207	158	70	55	36	347	51	104	22	4	399	131	
	26.1%	18.5%	29.0%	25.7%	31.8%	27.2%	22.8%	32.0%	20.7%	84.6%	37.5%	18.3%	14.5%	6.3%	27.3%	35.7%	79.0%	6.5%	3.8%	25.5%	28.4%	
			B	B	BG	B		I		KL MN	LMN	N	N		RS	RS	OPRS					
Married/Living common law	1,163	103	264	445	76	111	163	553	609	37	248	267	252	354	781	64	19	203	84	922	241	
	57.4%	62.6%	51.7%	58.7%	53.2%	60.3%	61.5%	56.4%	58.3%	14.9%	58.6%	70.0%	66.4%	63.1%	61.5%	44.3%	14.3%	61.5%	78.3%	58.8%	52.4%	
		C		C		C	C			J	JKN	JK	J		PQ	Q		PQ	OPQR	U		
Separated	69	4	21	27	3	7	6	27	42	-	10	21	21	18	41	11	4	11	-	48	21	
	3.4%	2.6%	4.1%	3.6%	2.3%	3.6%	2.4%	2.7%	4.0%		2.3%	5.4%	5.4%	3.2%	3.3%	7.8%	3.3%		3.0%	4.5%		
											K	K										
Divorced	117	8	32	44	7	8	18	48	69	-	6	21	40	50	71	9	2	28	5	86	31	
	5.8%	5.1%	6.3%	5.7%	4.8%	4.3%	6.6%	4.8%	6.6%		1.3%	5.4%	10.6%	8.9%	5.6%	6.6%	1.7%	8.5%	4.9%	5.5%	6.7%	
											K	KL	KL		Q	Q		Q				
Widowed	106	14	31	32	10	6	14	21	85	-	-	-	9	95	23	8	-	60	12	80	26	
	5.2%	8.2%	6.1%	4.2%	7.1%	3.1%	5.2%	2.1%	8.2%				2.4%	17.0%	1.8%	5.6%		18.2%	11.4%	5.1%	5.6%	
		F						H						M				OP	O			
REFUSED	43	5	14	16	1	3	4	19	24	1	1	4	3	8	6	-	2	7	2	32	11	
	2.1%	3.0%	2.8%	2.1%	0.8%	1.4%	1.6%	1.9%	2.3%	0.5%	0.3%	1.0%	0.7%	1.5%	0.5%		1.7%	2.0%	1.6%	2.0%	2.4%	
			E											K								

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

4. What is your marital status?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Single (never married)	530	369	160	241	101	74	22	34	129	101	102	31	163	530	-	-	151	138	85	155
	26.1%	29.3%	20.9%	35.6%	24.8%	21.4%	17.5%	16.8%	19.3%	20.8%	21.8%	20.6%	78.0%	100.0%			45.4%	19.6%	25.4%	25.4%
			C	EFGH	H								IJKL				RST		R	R
Married/Living common law	1,163	670	493	274	250	243	98	158	406	312	302	99	33	-	1,163	-	22	494	214	428
	57.4%	53.2%	64.2%	40.4%	61.4%	70.1%	78.5%	77.8%	60.6%	64.2%	64.8%	64.8%	15.8%	100.0%			6.7%	70.2%	63.6%	70.4%
			B		D	DE	DE	DE	M	M	M	M						QS	Q	QS
Separated	69	48	21	38	13	10	2	2	29	18	12	2	7	-	-	69	29	19	11	8
	3.4%	3.8%	2.7%	5.6%	3.2%	3.0%	1.3%	1.1%	4.3%	3.8%	2.7%	1.3%	3.4%			23.6%	8.7%	2.7%	3.3%	1.4%
				FGH					L								RST			
Divorced	117	80	37	61	28	13	3	7	43	33	28	9	2	-	-	117	58	26	21	11
	5.8%	6.3%	4.8%	8.9%	6.8%	3.8%	2.2%	3.4%	6.3%	6.8%	6.0%	6.1%	1.2%			40.0%	17.5%	3.7%	6.2%	1.8%
				FGH	G				M	M	M	M					RST	T	T	
Widowed	106	64	42	59	14	6	1	2	59	20	13	11	1	-	-	106	70	24	4	4
	5.2%	5.1%	5.5%	8.7%	3.5%	1.7%	0.5%	0.9%	8.8%	4.2%	2.9%	7.1%	0.5%			36.4%	21.2%	3.5%	1.1%	0.6%
				EFGH	GH				JKM	M	M	M					RST	ST		
REFUSED	43	29	14	5	1	-	-	-	4	1	8	-	2	-	-	-	2	2	1	2
	2.1%	2.3%	1.9%	0.7%	0.3%				0.6%	0.2%	1.8%		1.0%				0.6%	0.3%	0.3%	0.3%
											J									

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

5. How many people, including yourself, live in the household?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456	
One	333	30	96	114	29	21	43	171	162	15	59	47	56	156	185	27	11	96	11	248	85	
	16.4%	18.2%	18.8%	15.0%	20.2%	11.5%	16.1%	17.4%	15.5%	6.0%	14.0%	12.3%	14.9%	27.7%	14.6%	18.6%	8.3%	28.9%	9.8%	15.8%	18.4%	
			F		F						J	J	J	JKLM	Q	Q		OPQS				
Two	704	52	172	282	47	66	84	328	376	63	140	76	113	307	422	40	31	186	19	550	154	
	34.7%	31.8%	33.6%	37.2%	33.0%	36.1%	31.6%	33.4%	36.0%	25.6%	33.1%	19.9%	29.7%	54.6%	33.3%	27.9%	23.3%	56.1%	17.8%	35.1%	33.4%	
											L		L	JKLM	QS			OPQS				
Three	337	35	92	115	20	36	39	167	170	50	91	67	81	45	224	35	27	28	22	252	85	
	16.6%	21.5%	18.0%	15.2%	13.7%	19.5%	14.7%	17.0%	16.3%	20.3%	21.6%	17.5%	21.3%	8.0%	17.7%	24.4%	20.4%	8.4%	20.1%	16.1%	18.6%	
		E						N		N	N	N	N		R	R	R		R			
Four	351	27	83	137	24	30	50	168	182	57	83	123	66	21	259	25	29	7	27	273	78	
	17.3%	16.2%	16.3%	18.1%	16.4%	16.3%	18.8%	17.2%	17.4%	23.3%	19.6%	32.3%	17.3%	3.8%	20.4%	17.7%	22.2%	2.0%	24.8%	17.4%	17.0%	
								N		N	N	JKMN	N		R	R	R		R			
Five or more	257	15	52	96	22	28	45	126	131	59	48	65	60	23	172	17	33	7	28	211	46	
	12.7%	8.9%	10.2%	12.6%	15.1%	15.3%	16.9%	12.9%	12.5%	24.2%	11.5%	17.1%	15.9%	4.0%	13.6%	11.5%	24.9%	2.2%	26.2%	13.5%	10.0%	
							BC			KLMN	N	KN	N		R	R	OPR		OPR	U		
REFUSED	45	6	15	15	2	2	5	21	24	1	1	4	4	10	7	-	1	8	1	33	12	
	2.2%	3.4%	3.0%	1.9%	1.7%	1.3%	1.9%	2.2%	2.3%	0.5%	0.3%	0.9%	0.9%	1.8%	0.5%		0.9%	2.3%	1.3%	2.1%	2.6%	
														K			O					

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

5. How many people, including yourself, live in the household?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
One	333	219	114	176	61	38	10	12	122	73	93	24	18	151	22	158	333	-	-	-
	16.4%	17.4%	14.8%	25.9%	15.1%	11.1%	7.8%	6.0%	18.2%	14.9%	19.9%	15.9%	8.6%	28.5%	1.9%	54.1%	100.0%			
				EFGH	GH	H			M	M	JM	M		O		NO				
Two	704	420	284	245	146	119	41	58	241	178	155	67	54	138	494	70	-	704	-	-
	34.7%	33.3%	37.0%	36.2%	35.9%	34.4%	32.7%	28.5%	36.0%	36.6%	33.2%	44.2%	25.8%	26.0%	42.5%	23.9%		100.0%		
				H					M	M		KM			NP					
Three	337	221	116	105	67	66	25	43	113	92	70	26	35	85	214	36	-	-	337	-
	16.6%	17.6%	15.1%	15.6%	16.4%	19.0%	20.4%	21.2%	16.8%	18.8%	15.0%	17.0%	16.6%	16.1%	18.4%	12.4%			100.0%	
				P											P					
Four	351	215	136	84	79	67	21	62	103	96	80	22	49	84	252	14	-	-	-	351
	17.3%	17.0%	17.7%	12.4%	19.5%	19.4%	16.7%	30.7%	15.4%	19.7%	17.1%	14.5%	23.2%	15.8%	21.7%	4.8%				57.7%
					D	D		DEFG					IL	P	NP					
Five or more	257	155	102	64	50	56	28	28	86	47	59	12	53	71	176	9	-	-	-	257
	12.7%	12.3%	13.3%	9.4%	12.3%	16.2%	22.4%	13.7%	12.9%	9.6%	12.7%	7.8%	25.3%	13.4%	15.1%	3.2%				42.3%
					D	D	DE					IJKL		P	P					
REFUSED	45	30	16	3	3	-	-	-	5	1	10	1	1	1	4	5	-	-	-	-
	2.2%	2.4%	2.0%	0.5%	0.8%				0.7%	0.3%	2.1%	0.7%	0.6%	0.2%	0.3%	1.6%				
										J										

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

6. Are there any children 17 or younger living in the household?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Children under 6 yrs in household	285	31	53	102	24	31	43	113	171	30	147	90	15	3	203	18	14	1	46	236	49
	14.0%	18.5%	10.3%	13.5%	17.0%	17.1%	16.3%	11.5%	16.4%	12.1%	34.7%	23.6%	4.0%	0.5%	16.0%	12.6%	10.5%	0.3%	43.0%	15.0%	10.6%
		C			C	C	C		H	MN	JLMN	JMN	N		R	R	R		OPQR	U	
Children 6-12 yrs in household	327	22	92	116	26	31	41	146	181	26	63	153	76	10	235	30	23	5	35	250	78
	16.2%	13.6%	18.0%	15.3%	17.9%	16.7%	15.4%	14.9%	17.4%	10.6%	15.0%	40.0%	19.9%	1.8%	18.5%	20.7%	17.5%	1.4%	33.1%	15.9%	16.9%
					N				N	N	JKMN	JN			R	R	R		OPQR		
Children 13-17 yrs in household	288	21	71	99	22	36	39	145	143	54	13	93	106	18	207	30	28	4	19	221	67
	14.2%	12.5%	14.0%	13.1%	15.2%	19.6%	14.6%	14.8%	13.7%	21.9%	3.0%	24.3%	28.0%	3.3%	16.3%	20.5%	21.3%	1.2%	17.9%	14.1%	14.6%
					D					KN		KN	KN		R	R	R		R		
NO CHILDREN 17 OR YOUNGER AT HOME	1,291	99	335	495	88	108	166	650	642	161	239	139	222	523	759	85	84	315	39	989	302
	63.7%	60.1%	65.6%	65.3%	61.0%	59.0%	62.6%	66.2%	61.4%	66.0%	56.7%	36.4%	58.6%	93.1%	59.8%	58.7%	63.8%	95.2%	36.4%	63.1%	65.6%
								I		KL	L		L	JKLM	S	S	S	OPQS			
REFUSED	53	6	20	17	3	2	5	26	27	1	5	6	4	12	11	-	1	8	1	37	16
	2.6%	3.8%	3.8%	2.2%	2.2%	1.3%	1.9%	2.7%	2.6%	0.5%	1.1%	1.5%	0.9%	2.2%	0.9%		0.9%	2.5%	1.3%	2.4%	3.6%
			F											J							

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

6. Are there any children 17 or younger living in the household?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Children under 6 yrs in household	285	155	129	75	70	56	26	32	82	87	76	20	19	33	242	10	-	8	89	188
	14.0%	12.3%	16.8%	11.0%	17.2%	16.2%	20.5%	15.8%	12.3%	17.8%	16.4%	13.2%	9.1%	6.2%	20.8%	3.3%		1.1%	26.5%	30.9%
			B		D	D	D			IM	M				NP				R	R
Children 6-12 yrs in household	327	198	129	89	71	64	28	53	110	88	81	16	32	48	247	30	-	16	51	260
	16.2%	15.8%	16.8%	13.1%	17.5%	18.4%	22.1%	26.3%	16.4%	18.1%	17.4%	10.8%	15.2%	9.0%	21.3%	10.4%		2.3%	15.2%	42.8%
					D	D	D	DEF		L	L				NP				R	RS
Children 13-17 yrs in household	288	187	101	69	66	56	23	43	97	70	53	17	51	74	179	34	-	11	50	227
	14.2%	14.8%	13.2%	10.2%	16.2%	16.0%	18.1%	21.1%	14.4%	14.4%	11.4%	11.1%	24.3%	13.9%	15.4%	11.5%		1.5%	14.8%	37.4%
					D	D	D	D					IJKL						R	RS
NO CHILDREN 17 OR YOUNGER AT HOME	1,291	804	488	500	246	210	68	107	443	295	300	107	132	404	651	231	333	667	154	138
	63.7%	63.8%	63.5%	73.8%	60.5%	60.4%	54.2%	52.7%	66.1%	60.6%	64.4%	70.4%	63.0%	76.2%	56.0%	79.3%	100.0%	94.7%	45.7%	22.7%
				EF GH								J		O		O	RST	ST	T	
REFUSED	53	36	17	4	3	1	-	-	9	2	12	1	1	3	8	6	-	3	1	4
	2.6%	2.9%	2.2%	0.6%	0.8%	0.3%			1.3%	0.5%	2.6%	0.7%	0.6%	0.6%	0.7%	2.1%		0.4%	0.3%	0.6%
											JM									

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

8. Which of the following best describes your current job status?
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456	
Working on your own business within your home	123	9	24	41	7	17	25	48	74	5	15	30	30	42	123	-	-	-	-	104	19	
	6.1%	5.2%	4.8%	5.4%	5.0%	9.2%	9.2%	4.9%	7.1%	2.1%	3.5%	7.8%	8.0%	9.7%	9.7%					6.7%	4.0%	
							C		H			JK	JK	JK							U	
Working on your own business outside of your home	142	6	29	64	11	11	22	96	47	7	23	43	35	32	142	-	-	-	-	116	26	
	7.0%	3.6%	5.7%	8.4%	7.4%	5.9%	8.2%	9.7%	4.5%	2.9%	5.5%	11.2%	9.1%	5.7%	11.2%					7.4%	5.7%	
				B			B	I				JKN	J									
Working on an employer's business full-time	806	63	212	307	60	71	92	447	359	67	238	207	201	90	806	-	-	-	-	615	190	
	39.7%	38.2%	41.6%	40.5%	41.5%	38.5%	34.8%	45.5%	34.3%	27.2%	56.4%	54.1%	52.9%	16.1%	63.5%					39.3%	41.4%	
								I		N	JN	JN	JN									
Working on an employer's business part-time	199	14	48	76	20	19	22	71	128	42	49	35	36	36	199	-	-	-	-	154	45	
	9.8%	8.5%	9.3%	10.0%	14.0%	10.3%	8.4%	7.2%	12.3%	17.3%	11.6%	9.1%	9.5%	15.7%						9.8%	9.7%	
								H		LMN	N											
Currently unemployed	144	11	35	60	7	14	16	70	74	22	36	29	38	18	-	144	-	-	-	111	33	
	7.1%	6.9%	6.9%	7.9%	5.2%	7.4%	6.1%	7.1%	7.1%	9.0%	8.6%	7.7%	10.1%	3.2%	100.0%					7.1%	7.2%	
								N		N	N	N	N									
Student	132	13	29	46	7	15	21	57	75	93	27	7	3	1	-	-	132	-	-	105	27	
	6.5%	7.7%	5.8%	6.1%	4.6%	8.4%	7.9%	5.8%	7.2%	38.0%	6.4%	1.8%	0.9%	0.1%			100.0%			6.7%	5.8%	
										KLMN	LMN	N										
Retired	331	29	97	121	19	22	43	163	168	-	2	5	15	305	-	-	-	331	-	241	89	
	16.3%	17.4%	19.0%	15.9%	13.3%	12.0%	16.2%	16.6%	16.1%		0.5%	1.3%	4.0%	54.2%				100.0%		15.4%	19.4%	
			F										KL	KLM								
Homemaker	107	16	21	28	10	12	20	7	100	8	30	23	18	28	-	-	-	-	-	107	88	
	5.3%	9.6%	4.1%	3.7%	6.7%	6.6%	7.6%	0.7%	9.6%	3.1%	7.0%	5.9%	4.6%	5.0%						100.0%	5.6%	
		CD					D		H		J											
Don't Know/No Response	44	5	14	14	3	3	4	24	20	1	2	4	4	10	-	-	-	-	-	32	12	
	2.2%	2.9%	2.7%	1.9%	2.4%	1.8%	1.6%	2.4%	1.9%	0.4%	0.6%	1.0%	1.0%	1.7%						2.1%	2.6%	
														J								

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

8. Which of the following best describes your current job status?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Working on your own business within your home	123	67	56	30	29	20	9	19	37	30	34	15	7	17	91	14	11	51	12	48
	6.1%	5.3%	7.3%	4.4%	7.1%	5.7%	7.5%	9.2%	5.5%	6.2%	7.2%	9.9%	3.3%	3.2%	7.8%	4.9%	3.4%	7.2%	3.5%	8.0%
								D			M	M			N			QS		QS
Working on your own business outside of your home	142	88	54	31	31	32	13	21	47	36	39	13	6	38	87	17	23	49	26	44
	7.0%	7.0%	7.0%	4.6%	7.7%	9.2%	10.3%	10.5%	7.0%	7.5%	8.4%	8.7%	3.0%	7.2%	7.5%	5.7%	6.9%	7.0%	7.8%	7.2%
						D	D	D	M	M	M	M								
Working on an employer's business full-time	806	533	273	173	197	171	85	123	224	245	237	81	17	212	507	82	128	260	142	272
	39.7%	42.3%	35.5%	25.5%	48.5%	49.4%	68.5%	60.5%	33.5%	50.4%	50.8%	52.8%	8.0%	40.1%	43.6%	28.2%	38.6%	36.9%	42.0%	44.8%
		C			D	D	DEF	DEF	M	IM	IM	IM		P	P				R	R
Working on an employer's business part-time	199	133	65	78	33	38	2	12	55	56	39	7	41	79	96	23	22	63	44	67
	9.8%	10.6%	8.5%	11.6%	8.2%	10.9%	1.5%	5.8%	8.2%	11.4%	8.3%	4.7%	19.7%	14.9%	8.3%	7.8%	6.6%	8.9%	13.1%	11.0%
				GH	G	GH		G		L			IJKL	OP					Q	Q
Currently unemployed	144	91	53	92	21	9	2	6	70	34	21	8	10	51	64	29	27	40	35	42
	7.1%	7.2%	7.0%	13.6%	5.2%	2.6%	1.9%	3.1%	10.4%	7.0%	4.5%	5.3%	4.7%	9.7%	5.5%	9.9%	8.0%	5.7%	10.4%	6.9%
				EFGH					JKLM					O		O			R	
Student	132	96	36	68	17	14	5	7	2	1	2	-	127	104	19	7	11	31	27	62
	6.5%	7.6%	4.7%	10.0%	4.2%	4.0%	3.9%	3.4%	0.3%	0.1%	0.4%		60.4%	19.6%	1.6%	2.3%	3.3%	4.4%	7.9%	10.2%
		C		EFGH									IJK	OP					QR	QR
Retired	331	180	151	160	54	44	4	10	163	61	71	25	2	22	203	99	96	186	28	14
	16.3%	14.3%	19.7%	23.6%	13.4%	12.7%	3.5%	5.0%	24.3%	12.5%	15.2%	16.4%	1.0%	4.1%	17.5%	34.0%	28.8%	26.4%	8.2%	2.3%
			B	EFGH	GH	GH			JKLM	M	M	M		N	N	NO	ST	ST	T	
Homemaker	107	46	61	44	22	18	4	3	63	22	19	2	-	4	84	17	11	19	22	55
	5.3%	3.7%	7.9%	6.5%	5.4%	5.1%	2.9%	1.4%	9.4%	4.4%	4.1%	1.4%		0.8%	7.2%	6.0%	3.2%	2.7%	6.4%	9.0%
			B	GH	H	H			JKL	L	L			N	N	N			R	QR
Don't Know/No Response	44	25	19	2	2	2	-	2	9	2	5	1	-	2	12	4	4	6	2	4
	2.2%	2.0%	2.5%	0.3%	0.4%	0.4%		1.2%	1.3%	0.5%	1.1%	0.7%		0.4%	1.0%	1.4%	1.1%	0.9%	0.5%	0.7%

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14d. Do you have access to the internet at work, at home, at both or neither?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Work	143	7	36	56	16	15	13	65	78	16	36	34	33	23	135	1	5	-	-	113	30
	7.0%	4.4%	7.1%	7.4%	11.0%	8.0%	4.7%	6.6%	7.4%	6.4%	8.6%	8.9%	8.7%	4.1%	10.6%	0.8%	3.9%			7.2%	6.5%
					BG						N	N	N		PQ						
Home	649	49	154	246	44	61	96	312	337	103	114	110	130	186	320	70	68	141	49	512	138
	32.0%	29.4%	30.1%	32.4%	30.6%	33.3%	36.2%	31.8%	32.2%	42.0%	27.0%	28.8%	34.4%	33.1%	25.2%	48.6%	51.4%	42.5%	46.0%	32.7%	29.9%
										KLN						O	O	O	O		
Both	696	49	141	289	48	63	106	364	332	78	191	169	159	97	623	8	48	3	9	569	126
	34.3%	29.5%	27.7%	38.1%	33.4%	34.2%	39.9%	37.0%	31.7%	32.0%	45.3%	44.2%	41.9%	17.3%	49.1%	5.6%	36.8%	0.9%	8.3%	36.3%	27.5%
					BC					N	JN	JN	JN		PQRS	R	PRS		R	U	
Neither	496	57	165	150	34	43	46	215	281	46	76	67	55	245	189	62	10	181	48	342	154
	24.5%	34.7%	32.3%	19.8%	23.7%	23.5%	17.4%	21.9%	26.8%	18.6%	18.0%	17.6%	14.6%	43.7%	14.9%	42.8%	7.8%	54.6%	44.7%	21.8%	33.5%
		DEFG	DEFG							H				JKLM	Q	OQ		OPQ	OQ		T
Don't Know/No Response	44	3	14	18	2	2	5	25	18	2	4	2	2	10	3	3	-	6	1	31	12
	2.1%	2.1%	2.8%	2.3%	1.3%	0.9%	1.8%	2.6%	1.8%	1.0%	1.1%	0.5%	0.5%	1.8%	0.2%	2.1%		1.9%	1.1%	2.0%	2.6%
														M				O			

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

14d. Do you have access to the internet at work, at home, at both or neither?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Work	143	93	50	47	37	24	11	7	35	41	45	12	9	52	67	22	34	51	20	35
	7.0%	7.4%	6.5%	6.9%	9.2%	7.0%	9.1%	3.6%	5.2%	8.4%	9.7%	7.7%	4.4%	9.8%	5.8%	7.5%	10.4%	7.2%	6.0%	5.8%
					H					IM	IM			O			ST			
Home	649	392	257	229	152	105	35	45	223	167	124	41	91	177	393	74	88	214	121	224
	32.0%	31.1%	33.5%	33.8%	37.3%	30.3%	28.4%	22.3%	33.3%	34.3%	26.6%	27.1%	43.4%	33.5%	33.8%	25.3%	26.4%	30.4%	35.9%	36.9%
				H	FH	H			K	K			IJKL	P	P			Q	QR	QR
Both	696	501	194	121	132	169	74	141	100	180	238	91	86	186	442	64	78	228	128	258
	34.3%	39.8%	25.3%	17.8%	32.6%	48.7%	59.2%	69.4%	14.9%	37.0%	51.1%	59.5%	41.0%	35.1%	38.0%	22.0%	23.3%	32.4%	37.8%	42.4%
		C			D	DE	DEF	DEF		I	IJM	IJM	I	P	P		Q	Q	QR	QR
Neither	496	248	248	276	85	44	4	10	302	96	56	9	22	111	250	129	130	203	67	84
	24.5%	19.7%	32.3%	40.7%	20.9%	12.7%	3.3%	4.7%	45.1%	19.7%	12.1%	5.7%	10.6%	20.9%	21.5%	44.1%	39.2%	28.9%	19.9%	13.9%
			B	EFGH	FGH	GH			JKLM	KLM	L				NO	RST	ST	T		
Don't Know/No Response	44	25	18	6	-	4	-	-	10	3	3	-	1	4	12	3	2	8	1	7
	2.1%	2.0%	2.4%	0.9%		1.3%			1.4%	0.7%	0.6%		0.6%	0.7%	1.0%	1.1%	0.7%	1.1%	0.3%	1.1%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

15. What was your total household income for 2002?
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Under \$40,000 (NET)	678	63	204	214	55	62	79	299	378	111	143	111	90	221	312	92	68	160	44	488	190
	33.4%	38.1%	39.9%	28.2%	38.6%	33.7%	29.9%	30.5%	36.2%	45.3%	33.9%	29.0%	23.7%	39.3%	24.6%	64.1%	51.5%	48.3%	40.9%	31.1%	41.3%
		D	DG		D				H	KLM	M			LM		OQRS	O	O	O		T
Under \$20,000	241	20	79	76	17	19	30	97	144	59	45	34	31	71	90	52	33	51	13	167	74
	11.9%	12.3%	15.5%	10.0%	11.8%	10.2%	11.5%	9.9%	13.8%	23.9%	10.7%	9.0%	8.3%	12.6%	7.1%	36.4%	25.5%	15.4%	12.6%	10.7%	16.1%
			DF						H	KLMN				M		ORS	ORS	O			T
\$20,000 - \$30,000	251	31	76	73	18	25	29	107	145	39	50	34	30	99	117	24	20	66	23	182	69
	12.4%	18.5%	14.9%	9.7%	12.6%	13.4%	10.8%	10.9%	13.8%	15.9%	11.8%	8.9%	7.9%	17.6%	9.2%	16.9%	14.9%	20.0%	21.8%	11.6%	15.1%
		DG	D						H	LM				KLM		O		O	O		
\$30,000 - \$40,000	185	12	49	65	20	19	20	95	90	13	48	42	29	51	105	16	15	43	7	139	46
	9.1%	7.2%	9.5%	8.6%	14.2%	10.1%	7.6%	9.7%	8.6%	5.4%	11.4%	11.1%	7.6%	9.1%	8.3%	10.8%	11.1%	12.9%	6.5%	8.8%	10.1%
				BDG							J	J					OS				
Over \$40,000 (NET)	1,081	79	246	441	65	100	148	572	509	94	246	242	255	241	835	38	43	113	46	861	220
	53.3%	48.0%	48.2%	58.2%	45.6%	54.7%	55.8%	58.2%	48.7%	38.5%	58.3%	63.4%	67.2%	43.0%	65.8%	26.7%	32.3%	34.2%	43.0%	55.0%	47.7%
				BCE			E	I			JN	JN	JKN		PQRS				P	U	
\$40,000 - \$50,000	219	23	55	79	17	17	28	97	122	18	52	41	42	66	150	11	11	35	10	177	42
	10.8%	14.1%	10.7%	10.4%	11.9%	9.4%	10.6%	9.9%	11.7%	7.5%	12.4%	10.6%	11.1%	11.7%	11.8%	7.7%	8.7%	10.7%	9.5%	11.3%	9.2%
\$50,000 - \$60,000	187	12	52	58	10	22	32	101	86	17	54	42	39	33	140	10	6	19	12	140	47
	9.2%	7.4%	10.3%	7.7%	7.2%	11.9%	12.2%	10.3%	8.2%	7.1%	12.9%	11.1%	10.2%	5.9%	11.0%	6.8%	4.3%	5.7%	11.1%	8.9%	10.3%
											JN	N	N		QR						
\$60,000 - \$70,000	234	16	49	98	11	26	34	121	112	26	47	47	52	60	168	4	12	36	12	185	49
	11.5%	9.5%	9.5%	12.9%	7.7%	14.1%	13.0%	12.4%	10.7%	10.5%	11.2%	12.4%	13.8%	10.7%	13.2%	2.6%	9.2%	10.9%	11.4%	11.8%	10.5%
				E		E									P		P	P	P		
\$70,000 - \$80,000	113	4	25	48	10	8	18	59	54	9	29	30	25	21	93	5	2	8	5	91	23
	5.6%	2.4%	4.8%	6.3%	7.3%	4.5%	6.8%	6.0%	5.2%	3.5%	6.8%	7.8%	6.6%	3.7%	7.3%	3.6%	1.3%	2.4%	5.0%	5.8%	4.9%
				B	B		B					JN			PQR						
\$80,000 - \$100,000	124	15	28	48	7	12	14	78	46	10	29	30	36	20	109	2	5	4	4	100	24
	6.1%	9.2%	5.4%	6.4%	4.8%	6.4%	5.4%	8.0%	4.4%	4.0%	7.0%	7.7%	9.5%	3.6%	8.6%	1.7%	3.7%	1.3%	3.4%	6.4%	5.3%
								I			N	JN	JN		PQRS						
\$100,000 - \$120,000	85	4	18	44	4	6	10	38	47	7	16	22	24	15	73	5	3	4	-	67	18
	4.2%	2.5%	3.6%	5.7%	2.8%	3.1%	3.6%	3.9%	4.5%	2.8%	3.9%	5.9%	6.4%	2.7%	5.7%	3.5%	2.6%	1.2%		4.3%	4.0%
				BE								N	JN		R						
\$120,000 & Over	118	5	20	67	6	10	11	76	42	8	18	30	36	26	102	1	3	6	3	102	16
	5.8%	2.8%	3.9%	8.8%	3.9%	5.3%	4.2%	7.8%	4.0%	3.1%	4.3%	7.9%	9.5%	4.7%	8.0%	0.8%	2.6%	1.9%	2.7%	6.5%	3.6%
				BCEG				I				JKN	JKN		PQRS				U		

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(Continued)

15. What was your total household income for 2002?
BASE: Representative Adults
BANNER 1

	Region				Gender				Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	268	23	61	103	23	21	38	110	158	40	33	29	35	99	122	13	21	58	17	218	50
	13.2%	13.9%	11.9%	13.6%	15.8%	11.6%	14.3%	11.2%	15.1%	16.2%	7.8%	7.6%	9.1%	17.7%	9.6%	9.2%	16.1%	17.5%	16.1%	13.9%	11.0%
									H	KLM				KLM				OP			

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

15. What was your total household income for 2002?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Under \$40,000 (NET)	678	384	294	678	-	-	-	-	310	152	89	23	98	241	274	158	176	245	105	148
	33.4%	30.5%	38.3%	100.0%					46.3%	31.3%	19.1%	15.0%	46.8%	45.5%	23.6%	54.1%	52.8%	34.9%	31.3%	24.3%
			B						JKL	KL	JKL	O	JKL	O	NO	RST	T	T		
Under \$20,000	241	144	98	241	-	-	-	-	119	40	21	8	50	107	66	68	82	82	36	41
	11.9%	11.4%	12.7%	35.6%					17.7%	8.3%	4.5%	4.9%	23.7%	20.2%	5.7%	23.3%	24.6%	11.7%	10.8%	6.7%
									JKL	K	JKL	O	JKL	O	O	RST	T	T		
\$20,000 - \$30,000	251	135	116	251	-	-	-	-	122	58	34	4	32	78	115	56	55	98	38	58
	12.4%	10.7%	15.1%	37.1%					18.2%	12.0%	7.3%	2.5%	15.2%	14.6%	9.9%	19.2%	16.7%	13.9%	11.4%	9.5%
			B						JKL	KL	L		KL	O	O	T	T			
\$30,000 - \$40,000	185	105	80	185	-	-	-	-	69	54	34	11	17	56	92	34	38	65	31	49
	9.1%	8.3%	10.5%	27.3%					10.3%	11.0%	7.3%	7.5%	7.9%	10.7%	7.9%	11.6%	11.5%	9.3%	9.1%	8.1%
Over \$40,000 (NET)	1,081	702	378	-	406	347	124	203	277	278	332	119	74	231	748	100	122	364	201	391
	53.3%	55.8%	49.3%		100.0%	100.0%	100.0%	100.0%	41.3%	57.2%	71.2%	77.7%	35.4%	43.6%	64.4%	34.4%	36.6%	51.7%	59.6%	64.4%
			C						IM	IJM	IJM	P	P	NP	NP	Q	QR	QR	QR	QR
\$40,000 - \$50,000	219	131	88	-	219	-	-	-	77	61	51	13	16	56	124	39	40	83	40	56
	10.8%	10.4%	11.5%		53.9%				11.5%	12.5%	11.0%	8.7%	7.8%	10.6%	10.7%	13.3%	11.9%	11.7%	11.8%	9.3%
\$50,000 - \$60,000	187	119	68	-	187	-	-	-	61	51	39	19	17	44	126	16	22	63	27	73
	9.2%	9.5%	8.9%		46.1%				9.2%	10.5%	8.3%	12.3%	8.3%	8.3%	10.8%	5.6%	6.6%	9.0%	8.0%	12.0%
															P					Q
\$60,000 - \$70,000	234	144	89	-	-	234	-	-	53	57	86	17	20	58	155	21	27	86	43	78
	11.5%	11.5%	11.6%			67.4%			7.9%	11.8%	18.5%	11.1%	9.7%	10.9%	13.3%	7.1%	8.2%	12.2%	12.8%	12.8%
									I	IJLM					P			Q	Q	Q
\$70,000 - \$80,000	113	72	41	-	-	113	-	-	37	25	36	11	5	17	88	9	11	33	23	46
	5.6%	5.7%	5.3%			32.6%			5.5%	5.1%	7.7%	6.9%	2.4%	3.1%	7.6%	3.0%	3.4%	4.8%	6.7%	7.5%
									M	M	M				NP					QR
\$80,000 - \$100,000	124	86	38	-	-	-	124	-	21	35	50	11	5	22	98	5	10	41	25	49
	6.1%	6.9%	5.0%				100.0%		3.2%	7.3%	10.8%	7.5%	2.4%	4.1%	8.4%	1.7%	2.9%	5.8%	7.5%	8.0%
									IM	IM	IM	M		P	NP			Q	Q	Q
\$100,000 - \$120,000	85	61	25	-	-	-	-	85	14	21	25	20	6	11	69	5	6	20	19	39
	4.2%	4.8%	3.2%					41.9%	2.1%	4.3%	5.3%	13.2%	2.8%	2.0%	6.0%	1.8%	1.9%	2.9%	5.8%	6.4%
									I	I	IJKM				NP			QR	QR	QR
\$120,000 & Over	118	89	29	-	-	-	-	118	13	28	45	27	4	24	89	6	6	38	24	51
	5.8%	7.0%	3.8%					58.1%	1.9%	5.8%	9.7%	18.0%	2.0%	4.5%	7.6%	1.9%	1.8%	5.3%	7.0%	8.4%
			C						IM	IJM	IJKM			P	NP		Q	Q	Q	QR

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

15. What was your total household income for 2002?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Refused	268	173	95	-	-	-	-	-	83	56	45	11	37	58	140	34	35	95	31	69
	13.2%	13.8%	12.4%						12.5%	11.5%	9.7%	7.3%	17.8%	10.9%	12.1%	11.5%	10.6%	13.4%	9.1%	11.3%
									L			JKL						S		

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

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Province
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment Status				Language	
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
Newfoundland	40	40	-	-	-	-	-	19	20	1	12	9	8	9	23	3	1	5	5	40	-
	2.0%	23.9%						2.0%	1.9%	0.5%	2.8%	2.4%	2.0%	1.6%	1.8%	2.2%	1.0%	1.7%	4.3%	2.5%	
											J	J									
PEI	9	9	-	-	-	-	-	3	5	-	3	1	1	4	5	-	1	1	1	8	1
	0.4%	5.3%						0.4%	0.5%		0.6%	0.4%	0.2%	0.7%	0.4%		1.0%	0.4%	0.6%	0.5%	0.1%
Nova Scotia	63	63	-	-	-	-	-	31	32	6	10	10	16	20	32	4	4	16	7	63	-
	3.1%	38.2%						3.1%	3.1%	2.4%	2.4%	2.6%	4.1%	3.5%	2.5%	2.5%	2.8%	5.0%	6.2%	4.0%	
New Brunswick	54	54	-	-	-	-	-	26	28	12	11	10	6	13	32	5	7	5	4	50	4
	2.7%	32.6%						2.7%	2.6%	4.9%	2.7%	2.6%	1.5%	2.3%	2.5%	3.2%	5.0%	1.7%	3.8%	3.2%	0.9%
										M										U	
Quebec	511	-	511	-	-	-	-	246	264	61	101	96	99	141	314	35	29	97	21	57	454
	25.2%		100.0%					25.1%	25.3%	25.1%	23.9%	25.1%	26.1%	25.2%	24.7%	24.5%	22.3%	29.4%	19.6%	3.6%	98.6%
																		S		T	
Ontario	758	-	-	758	-	-	-	365	394	90	161	140	142	212	488	60	46	121	28	757	1
	37.4%			100.0%				37.2%	37.6%	37.0%	38.2%	36.6%	37.5%	37.8%	38.5%	41.7%	35.3%	36.5%	26.5%	48.3%	0.2%
															S	S				U	
Manitoba	72	-	-	-	72	-	-	36	36	9	11	14	13	24	50	3	3	9	6	72	-
	3.6%				50.3%			3.7%	3.4%	3.8%	2.6%	3.7%	3.4%	4.3%	4.0%	2.3%	1.9%	2.6%	5.4%	4.6%	
Saskatchewan	71	-	-	-	71	-	-	33	38	12	14	6	19	20	47	4	4	10	4	71	-
	3.5%				49.7%			3.4%	3.6%	4.9%	3.4%	1.5%	4.9%	3.5%	3.7%	2.9%	3.1%	3.2%	3.6%	4.6%	
										L			L	L							
Alberta	184	-	-	-	-	184	-	91	93	27	38	40	32	44	117	14	15	22	12	183	1
	9.1%					100.0%		9.3%	8.9%	11.0%	9.1%	10.4%	8.5%	7.8%	9.2%	9.4%	11.8%	6.6%	11.3%	11.7%	0.2%
																				U	
British Columbia	265	-	-	-	-	-	265	130	136	25	60	56	44	74	161	16	21	43	20	265	-
	13.1%						100.0%	13.2%	13.0%	10.4%	14.3%	14.7%	11.6%	13.3%	12.7%	11.2%	16.0%	13.0%	18.8%	16.9%	

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Province
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
Newfoundland	40	14	26	16	11	4	2	1	16	12	7	1	1	8	27	3	8	13	6	12
	2.0%	1.1%	3.4%	2.4%	2.6%	1.1%	1.7%	0.7%	2.4%	2.6%	1.5%	0.9%	0.6%	1.5%	2.3%	1.2%	2.5%	1.8%	1.7%	1.9%
			B	H					M	M										
PEI	9	-	9	3	1	3	1	-	3	1	3	-	1	1	6	1	1	2	5	1
	0.4%		1.1%	0.4%	0.2%	1.0%	0.6%		0.5%	0.3%	0.6%		0.6%	0.2%	0.5%	0.5%	0.2%	0.3%	1.4%	0.2%
Nova Scotia	63	27	36	22	16	6	8	3	25	16	12	4	5	9	39	13	11	18	12	19
	3.1%	2.1%	4.7%	3.2%	4.0%	1.6%	6.1%	1.7%	3.7%	3.3%	2.5%	2.7%	2.2%	1.7%	3.4%	4.5%	3.2%	2.6%	3.7%	3.1%
			B												N	N				
New Brunswick	54	13	40	22	8	7	5	4	18	12	11	6	7	12	32	8	10	19	13	10
	2.7%	1.1%	5.3%	3.3%	1.9%	2.0%	3.9%	1.9%	2.7%	2.4%	2.3%	3.8%	3.1%	2.3%	2.7%	2.9%	3.1%	2.7%	3.8%	1.6%
			B																	
Quebec	511	343	168	204	107	73	28	38	170	128	116	31	49	148	264	84	96	172	92	136
	25.2%	27.2%	21.9%	30.1%	26.3%	21.2%	22.3%	18.7%	25.4%	26.3%	24.9%	20.6%	23.2%	28.0%	22.7%	28.9%	28.9%	24.4%	27.3%	22.3%
			C	FH	H									O		O	T			
Ontario	758	525	233	214	137	146	48	111	220	193	179	69	82	195	445	103	114	282	115	233
	37.4%	41.7%	30.4%	31.6%	33.6%	42.0%	38.9%	54.4%	32.8%	39.8%	38.4%	45.0%	39.3%	36.8%	38.3%	35.2%	34.2%	40.1%	34.1%	38.3%
			C			DE		DEFG		I		I								
Manitoba	72	39	33	26	13	13	1	7	38	11	12	4	6	21	41	10	15	21	11	24
	3.6%	3.1%	4.3%	3.8%	3.2%	3.6%	1.0%	3.4%	5.7%	2.3%	2.6%	2.7%	3.0%	3.9%	3.5%	3.5%	4.5%	2.9%	3.2%	3.9%
			G						JK											
Saskatchewan	71	35	36	29	14	9	6	3	25	13	21	3	9	25	36	10	14	27	9	21
	3.5%	2.8%	4.7%	4.4%	3.5%	2.6%	4.5%	1.3%	3.7%	2.6%	4.4%	2.2%	4.3%	4.7%	3.1%	3.5%	4.2%	3.8%	2.6%	3.5%
			B	H																
Alberta	184	107	77	62	39	34	12	15	75	43	37	6	21	50	111	20	21	66	36	58
	9.1%	8.5%	10.0%	9.1%	9.6%	9.8%	9.5%	7.6%	11.1%	8.8%	7.9%	4.1%	10.1%	9.4%	9.5%	7.0%	6.3%	9.4%	10.6%	9.5%
									L	L			L							
British Columbia	265	157	109	79	61	53	14	21	80	56	70	27	28	60	163	38	43	84	39	95
	13.1%	12.4%	14.2%	11.7%	14.9%	15.2%	11.5%	10.2%	11.9%	11.5%	14.9%	17.9%	13.6%	11.4%	14.0%	12.9%	12.9%	11.9%	11.6%	15.6%

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Language
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group					Employment Status				Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Student	Retired	Home- maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,027	165	511	758	144	184	265	981	1,046	244	423	382	379	561	1,269	144	132	331	107	1,567	460
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	205	504	657	207	201	253	1,006	1,021	219	370	393	398	608	1,259	142	119	354	106	1,571	456
English	1,567	160	57	757	144	183	265	755	811	187	330	296	290	436	989	111	105	241	88	1,567	-
	77.3%	97.2%	11.2%	99.9%	100.0%	99.5%	100.0%	77.0%	77.6%	76.4%	78.2%	77.5%	76.6%	77.6%	77.9%	77.0%	79.6%	73.0%	82.2%	100.0%	-
		C		BC	BC	C	BC												R		
French	460	5	454	1	-	1	-	226	234	58	92	86	89	126	280	33	27	89	19	-	460
	22.7%	2.8%	88.8%	0.1%		0.5%		23.0%	22.4%	23.6%	21.8%	22.5%	23.4%	22.4%	22.1%	23.0%	20.4%	27.0%	17.8%		100.0%
		D	BDF															S			

DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS – AMATEUR SPORTS – FEBRUARY 2004

Language
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,027	1,259	768	678	406	347	124	203	670	486	467	153	210	530	1,163	292	333	704	337	608
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,027	1,225	802	689	404	339	125	198	695	484	463	151	191	504	1,175	304	342	718	330	589
English	1,567	966	601	488	317	276	100	169	514	373	361	125	166	399	922	214	248	550	252	484
	77.3%	76.7%	78.2%	72.0%	78.0%	79.5%	80.4%	82.9%	76.7%	76.7%	77.4%	81.7%	79.4%	75.4%	79.3%	73.4%	74.6%	78.1%	74.7%	79.6%
					D	D	D	D							P					
French	460	293	167	190	90	71	24	35	156	113	105	28	43	131	241	77	85	154	85	124
	22.7%	23.3%	21.8%	28.0%	22.0%	20.5%	19.6%	17.1%	23.3%	23.3%	22.6%	18.3%	20.6%	24.6%	20.7%	26.6%	25.4%	21.9%	25.3%	20.4%
				EF	GH										O					