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# Sport Canada – Post-Event Survey 2005

## Prepared for: The Department of Canadian Heritage

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# Research Objectives and Methodology

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# Research Objectives and Methodology

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- The Department of Canadian Heritage wanted to:
  - Gauge the awareness of Canadians of sport events hosted in Canada and partly funded by the Government of Canada;
  - Gauge public perceptions of sport-related activities;
  - Measure awareness levels of major sporting events held this summer in Canada, in particular the Canada Summer Games and World Aquatics Championships; and
  - Compare these awareness levels measured both before and after these events have taken place.
- Using Decima's weekly teleVox omnibus service, a national telephone survey was conducted with 2,000 Canadian households. Additional interviews were conducted in Saskatchewan separately to obtain a total of 404 interviews in that province.
- Data collection was conducted over two weeks, between September 29<sup>th</sup> and October 9<sup>th</sup>, 2005.
- The associated statistical margin of error (at a 95% level of confidence) for each question asked to all respondents is  $\pm 1.9\%$ .
- Results in this report have been provided for the following population subgroups: by region, language in which the survey was completed, age, gender, household income bracket, education level attained, Census Metropolitan Area vs. Non-CMA, number of people in the household and employment status.
- Given the location of the two events featured in this research, results for most questions have also been presented for Saskatchewan and Quebec separately.
- Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are introduced to maintain an adequate number of completed interviews in Canada's three largest markets: Toronto, Vancouver and Montreal.
- The data is weighted to replicate actual population distributions by age and sex within each region according to the 2001 Census data.

# Research Objectives and Methodology

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

|                     |                         | <u>Error Interval</u> |
|---------------------|-------------------------|-----------------------|
| Atlantic            | 202 interviews          | +/- 6.9 %             |
| Quebec              | 505 interviews          | +/- 4.3 %             |
| Ontario             | 656 interviews          | +/- 3.8 %             |
| Manitoba            | 109 interviews          | +/- 9.4 %             |
| Saskatchewan        | 404 interviews          | +/- 4.8%              |
| Alberta             | 204 interviews          | +/- 6.8 %             |
| British Columbia    | 252 interviews          | +/- 6.1 %             |
| <b>Total Canada</b> | <b>2,332 interviews</b> | <b>+/- 1.9 %</b>      |

- 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).

# Executive Summary

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# Executive Summary

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## **The Objectives and the Approach**

- The Department of Canadian Heritage wanted to gauge the awareness of Canadians of sport events hosted in Canada and partly funded by the Government of Canada. They also wanted to gauge public perceptions of sport-related activities. These current post-event measures are to be compared to those measured prior to the events taking place (June 2005).
- To achieve this, they conducted this post-event study using Decima's weekly teleVox omnibus service. A total of 2,000 telephone surveys were conducted between September 29<sup>th</sup> and October 9<sup>th</sup>, 2005. Additional interviews were conducted in Saskatchewan separately to obtain a total of 400 interviews in that province.

## **The Results**

- Respondents were asked to list in an unprompted manner national and international events that were hosted by Canada in 2005 (a list of events was not presented to respondents). Similar to results found in the pre-event study, about one in ten Canadians named FINA and 3% mentioned the Canada Games. Predictably, awareness of these events was noticeably higher in their respective host provinces. Unaided awareness of FINA reached 35% in Quebec (compared to 33% in the pre-event study) while unaided awareness of the Canada Games in Saskatchewan decreased to 19% (compared to 30% in the pre-event study).
- Respondents were then reminded that the Canada Games were held in Canada in 2005. Given this information, 5% of Canadians remembered that the Canada Games were held in Regina this past summer, a slightly higher proportion than in the pre-event study (3%). In Saskatchewan, once the Canada Games were mentioned, as many as 56% remembered that the Games were held in Regina, as compared to 46% in the pre-event study.
- Respondents were then reminded that the FINA championships were also held in Canada in 2005. One-third of Canadians, and 64% of Quebecers, correctly remembered that the event was held in Montreal. While national awareness increased (from 21% in the pre-event study), it remained stable in Quebec (64% in the pre-event study). Again, the reference to the event in the survey effectively jogged respondent's memories since only 10% of Canadians (and 35% of Quebecers) recalled this event in the first place.



# Executive Summary

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## The Results (continued)

- When asked to list in an unprompted manner major funding partners who make financial contributions to help put these events together, 7% of Canadians mentioned the federal government as a Canada Games sponsor. This proportion is lower than results found in the pre-event study, where 11% listed the federal government as a sponsor. Saskatchewan residents were not much higher with only 6% who mentioned the federal government in both the pre and the post-event study.
- The most common type of sponsor mentioned for the Canada Games were corporate sponsors (13%).
- About 7% of Canadians cited the federal government as a funding partner for the FINA championships, similar to results found in the pre-event study (8%). About 15% of Quebecers recalled the federal government as a contributor, which is lower than the results found in the pre-event study (21%). Similar proportions (7% of Canadians) believed each of the three levels of Government were FINA sponsors.
- Respondents were also asked the extent to which they agree or disagree with three statements relating to sports activities in Canada:
  - Canadians fully agree that **host cities accrue economic benefits by hosting amateur sporting events** such as the Canada Games and the World Aquatics Championships. More specifically, 53% strongly agree and 38% somewhat agree (compared to 55% and 37%, respectively, in the pre-event study).
  - Very few Canadians disagreed with the notion that the **federal government should continue to provide financial support for the hosting of amateur sporting events in Canada since they promote sport, tourism and economic development**. In fact, a majority of Canadians “strongly agree” (62%) and another third (31%) “somewhat agree” with this funding role.
  - Canadians are nearly unanimous in their agreement that the **federal government should continue to promote sport participation**. Fully 70% strongly agree and another 24% somewhat agree.

# Sommaire

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# Sommaire

- **Objectifs et approche**

- Le ministère du Patrimoine canadien a voulu évaluer le niveau de connaissance des Canadiens et des Canadiennes concernant les événements sportifs organisés au pays qui sont partiellement financés par le gouvernement du Canada. Par la même occasion, il désirait connaître la perception du public à l'égard des activités sportives. Les résultats du sondage post-événement doivent être lus en conjonction avec ceux obtenus lors du sondage pré-événement effectué en juin 2005.
- Pour ce faire, le ministère a mené un sondage post-événement par le biais du téléVox de Décima, un sondage omnibus hebdomadaire. En tout, on a effectué 2 000 entrevues téléphoniques du 29 septembre au 9 octobre. En outre, on a effectué des entrevues supplémentaires en Saskatchewan pour porter à 400 le nombre d'entrevues dans cette province.

- **Résultats**

- On a demandé aux répondants de nommer une liste d'événements nationaux et internationaux organisés au Canada en 2005 (sans leur présenter de liste). Tout comme pour les résultats du sondage pré-événement, environ un répondant sur dix a nommé les Championnats FINA et 3 %, les Jeux du Canada. Comme on pouvait s'y attendre, les résidents des provinces hôtes étaient beaucoup plus au courant de ces événements que les autres répondants. Sans aide, 35 % des répondants du Québec ont déclaré être au courant des Championnats FINA (comparativement à 33 % lors du sondage pré-événement). D'un autre côté, la connaissance (sans aide) des Jeux du Canada qui se sont tenus en Saskatchewan a diminué à 19 % (par rapport à 30 % lors du sondage pré-événement).
- Puis, on a rappelé aux gens que 2005 était l'année des Jeux du Canada. Forts de ce renseignement, 5 % des Canadiens et Canadiennes se sont rappelé(e)s qu'ils avaient eu lieu à Regina l'été dernier, une proportion légèrement supérieure à celle du sondage pré-événement (3 %). Lorsqu'on a donné cette information aux résidents de la Saskatchewan, 56 % d'entre eux se sont souvenus que les Jeux s'étaient tenus à Regina, comparativement à 46 % lors du sondage pré-événement.
- Lorsqu'on leur a rappelé que le Canada avait également accueilli les Championnats FINA, un(e) Canadien(ne) sur trois et 64 % des Québécois(es) se sont correctement souvenus que l'événement avait eu lieu à Montréal. Alors que la connaissance à l'échelle nationale a augmenté (elle était de 21 % lors du sondage pré-événement), elle est demeurée stable au Québec (64 % lors du sondage pré-événement). Encore une fois, la référence à l'événement a permis de rafraîchir la mémoire des répondants puisque seuls 10 % des Canadiens et 35 % des Québécois s'en étaient souvenus dès le début.

# Sommaire

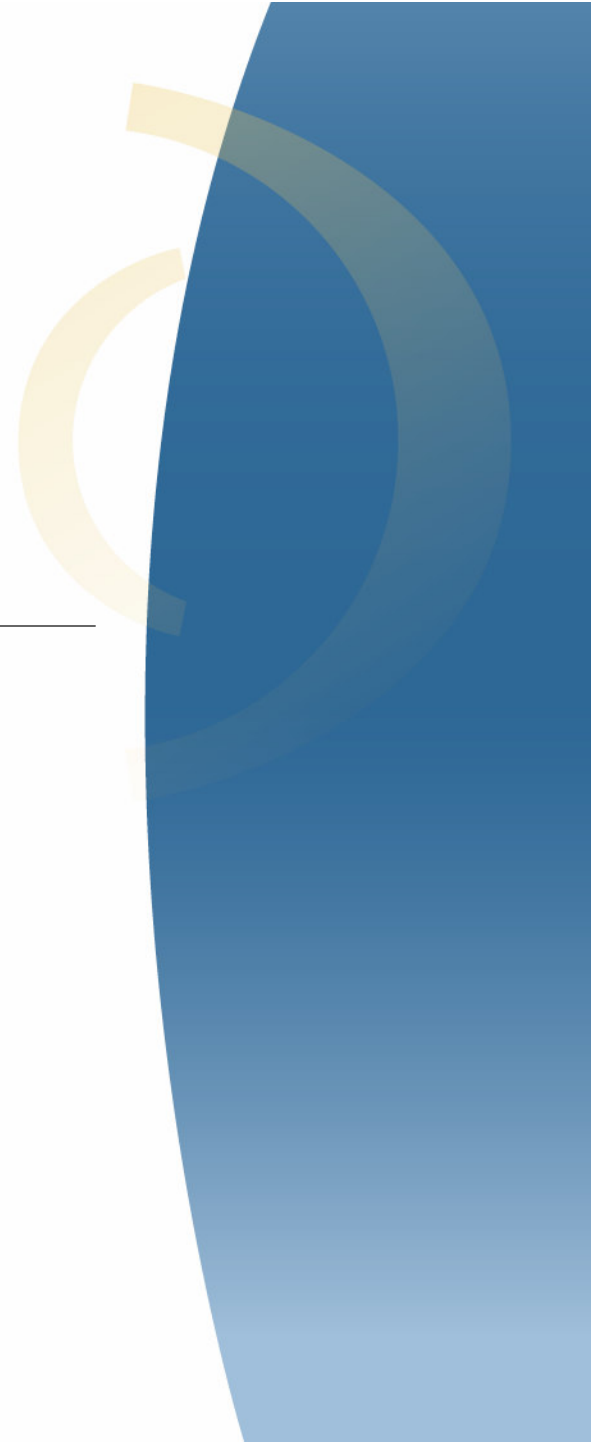
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- **Résultats (suite)**
- Lorsqu'on a demandé aux répondants de nommer les principaux commanditaires de ces événements sans leur fournir de liste, 7 % des Canadien(ne)s ont mentionné le gouvernement fédéral pour les Jeux du Canada. Cette proportion est plus faible que celle du sondage pré-événement où 11 % des répondants avaient nommé le gouvernement fédéral comme commanditaire. Les résultats ne sont guère plus élevés en Saskatchewan où 6 % des répondants ont mentionné le gouvernement fédéral tant lors du sondage pré-événement que post-événement.
- Les commanditaires les plus fréquemment mentionnés demeurent les entreprises (13 %).
- Environ 7 % des Canadien(ne)s ont mentionné le gouvernement fédéral comme commanditaire des Championnats FINA, résultat comparable à celui obtenu lors du sondage pré-événement (8 %). Environ 15 % des Québécois(es) ont mentionné le gouvernement fédéral comme commanditaire, ce qui représente une baisse par rapport au sondage pré-événement (21 %). Une proportion similaire de répondants (7 % des Canadien(ne)s) ont mentionné les trois paliers de gouvernement comme commanditaires des Championnats FINA.
- On a également demandé aux répondants dans quelle mesure ils étaient en accord ou en désaccord avec trois énoncés concernant les activités sportives au Canada :
  - Les Canadien(ne)s étaient tout à fait d'accord pour dire que la tenue d'événements sportifs amateurs, tels que les Jeux du Canada et les Championnats FINA, **apportent des retombées économiques positives pour la ville hôte**. Plus précisément, 53 % des répondants étaient fortement en accord et 38 % étaient passablement en accord avec cet énoncé (comparativement à 55 % et 37 %, respectivement, lors du sondage pré-événement).
  - Très peu de Canadien(ne)s étaient en désaccord avec l'idée que **le gouvernement fédéral devrait continuer à soutenir financièrement les événements sportifs au Canada puisqu'ils font la promotion du sport, du tourisme et du développement économique**. En fait, la majorité des Canadien(ne)s étaient fortement en accord (62 %) alors qu'un tiers des répondants (31 %) étaient passablement en accord avec cette idée.
  - Les Canadien(ne)s étaient quasi unanimes pour dire que **le gouvernement fédéral devrait continuer à encourager la pratique du sport**. 70 % des répondants étaient fortement en accord et 24 % des répondants étaient passablement en accord avec cet énoncé.

# Detailed Results

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Percentages may not sum to one hundred due to rounding



# Overall Awareness of Events

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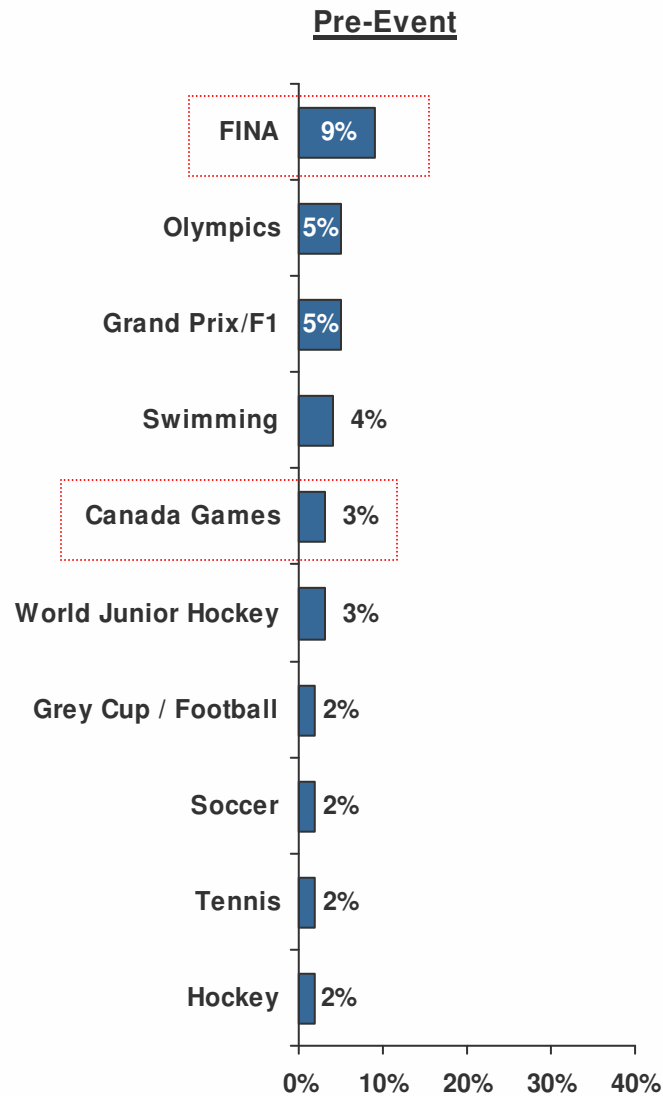


# Unaided Awareness of Major National or International Events Hosted by Canada

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- The 11<sup>th</sup> FINA World Aquatic Championships is the most frequently named event when asked to name top-of-mind sporting events that were hosted by Canada in 2005. As in the pre-event study, one in ten Canadians mentioned FINA in an unaided manner (9% in pre-event study).
- The Canada Games were mentioned by 3% of Canadians, and by 19% of Saskatchewan residents, a significantly lower proportion when compared to the 30% who reported awareness in the pre-event study.
- This level of awareness was noticeably higher in the province of Quebec, where 35% named FINA (similar to the 33% reported in the pre-event study). Swimming in general was mentioned by 4% of Quebec respondents.
- At the national level, other events worth noting include: hockey in general (7%), World Junior Hockey (5%), tennis (4%), the Grey Cup (4%), Brier Cup (4%), swimming in general (2%), soccer (2%), and golf (2%).
- In Saskatchewan, the events mentioned most often after the Canada Games were the Grey Cup (8%), the Brier Cup (6%), hockey (6%) and World Junior Hockey (3%). In Quebec, other events mentioned in addition to the FINA include tennis (13%), hockey in general (5%), Formula One (5%), Grand Prix (4%), and the Grey Cup (4%).
- It is also important to note that 61% of Canadians could not name a single sporting event, a figure significantly lower in Quebec at 43%.

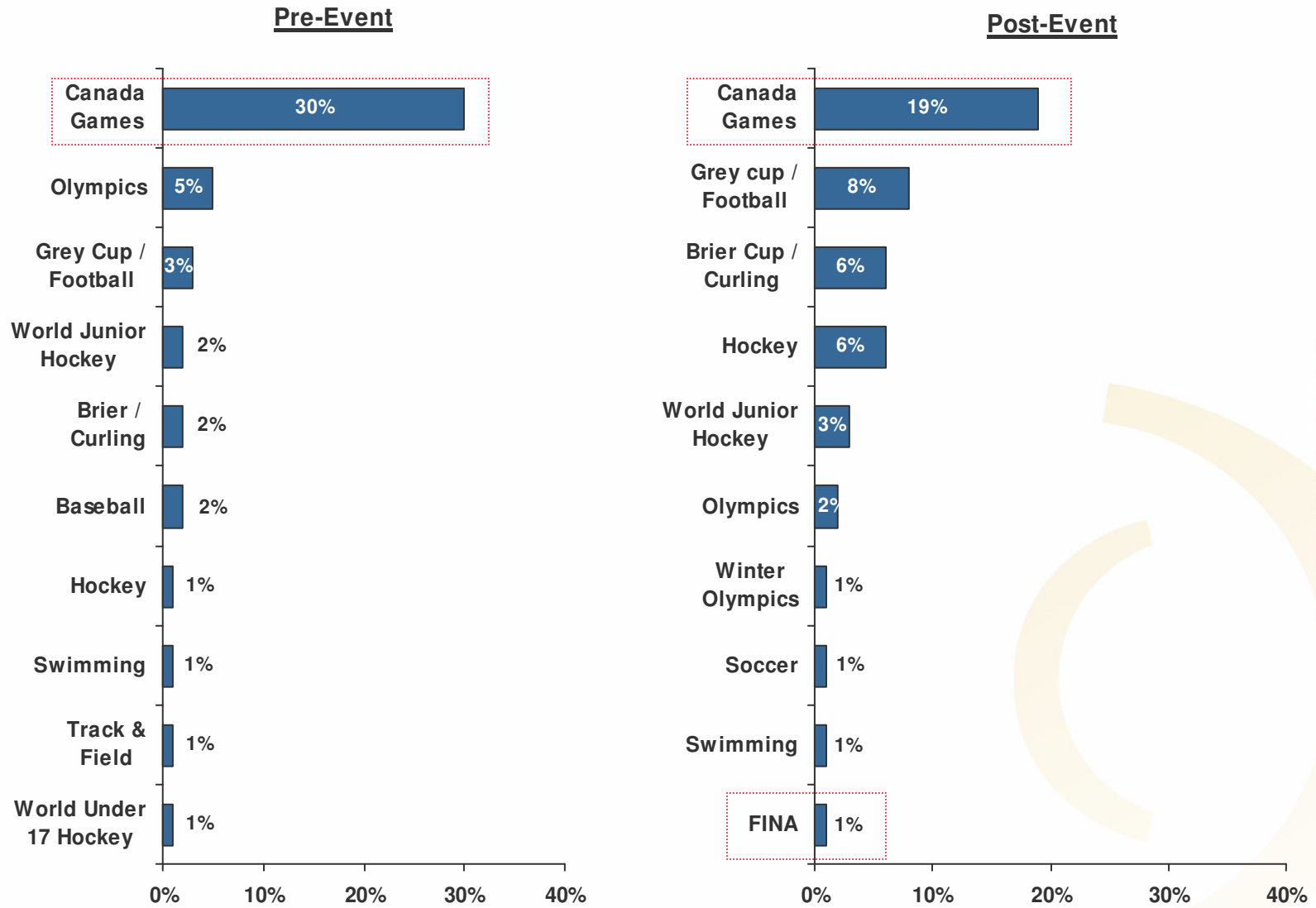
# Unaided Awareness of Major National or International Events Hosted by Canada – National



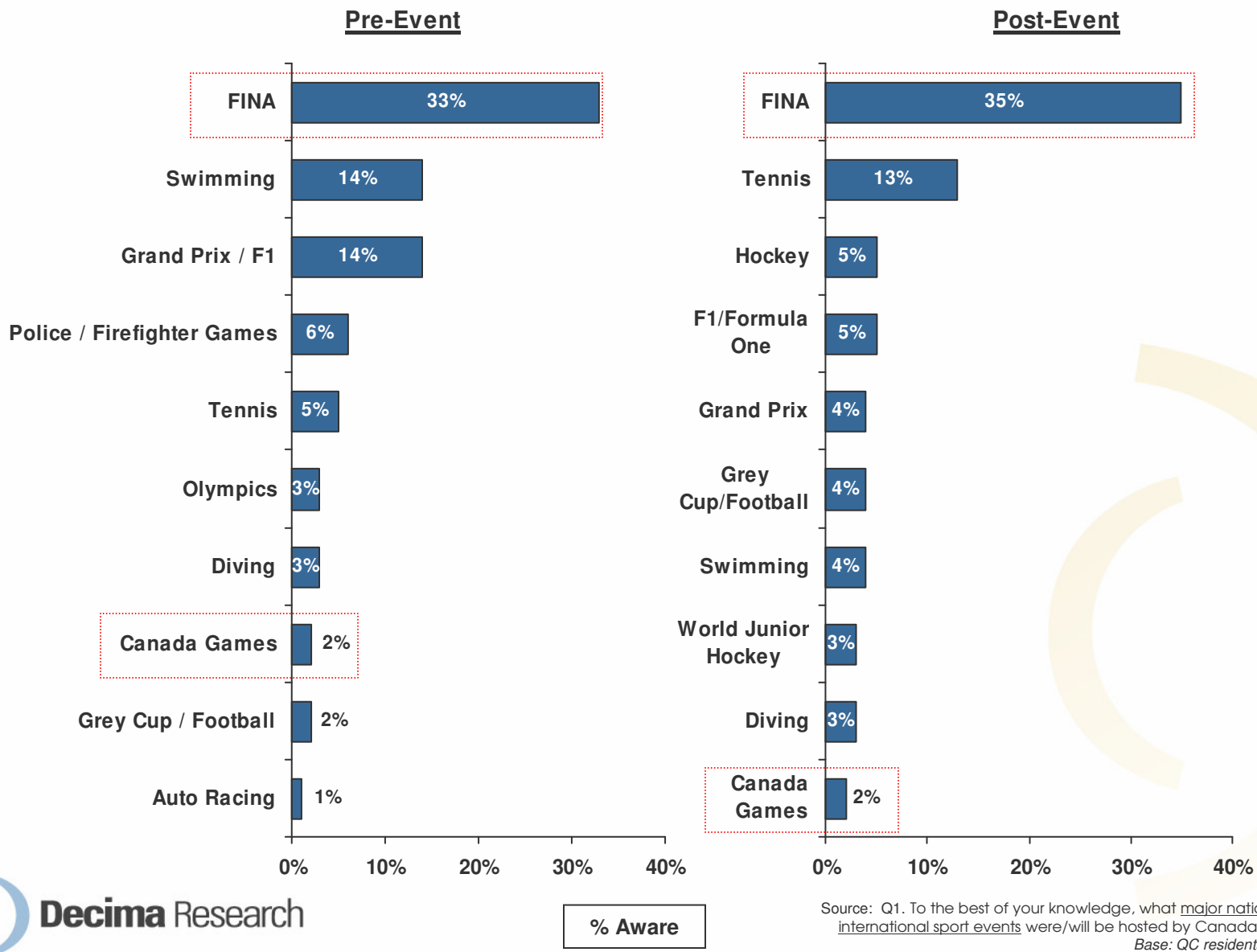
% Aware



# Unaided Awareness of Major National or International Events Hosted by Canada – Saskatchewan

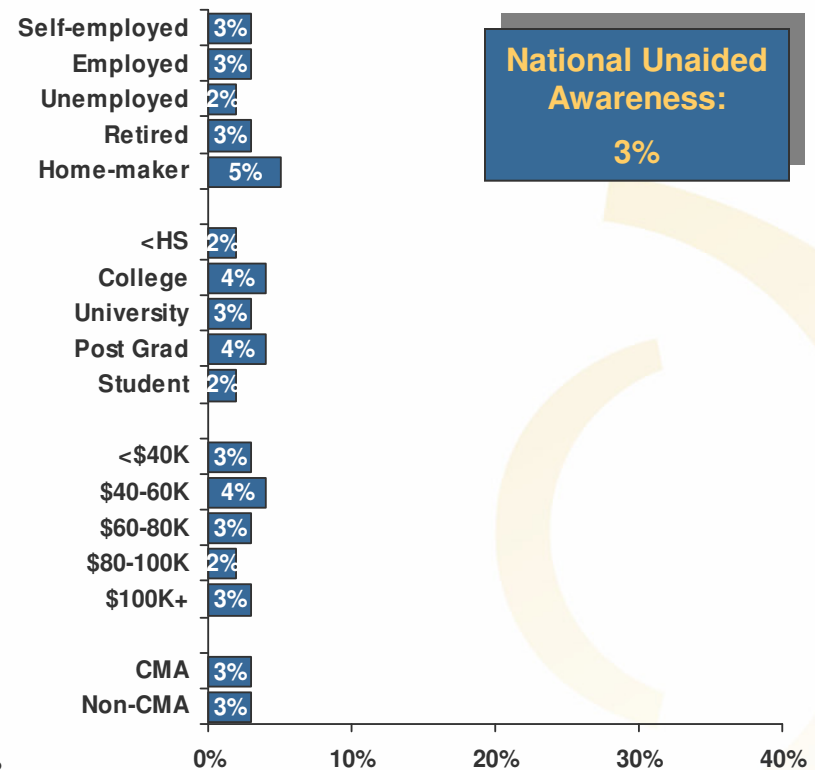
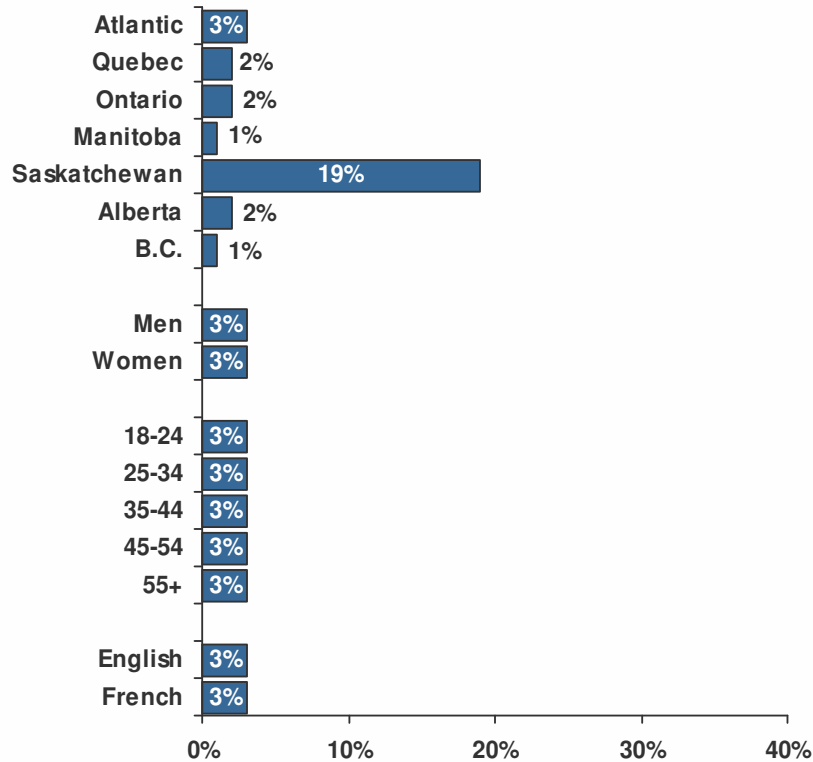


# Unaided Awareness of Major National or International Events Hosted by Canada – Quebec



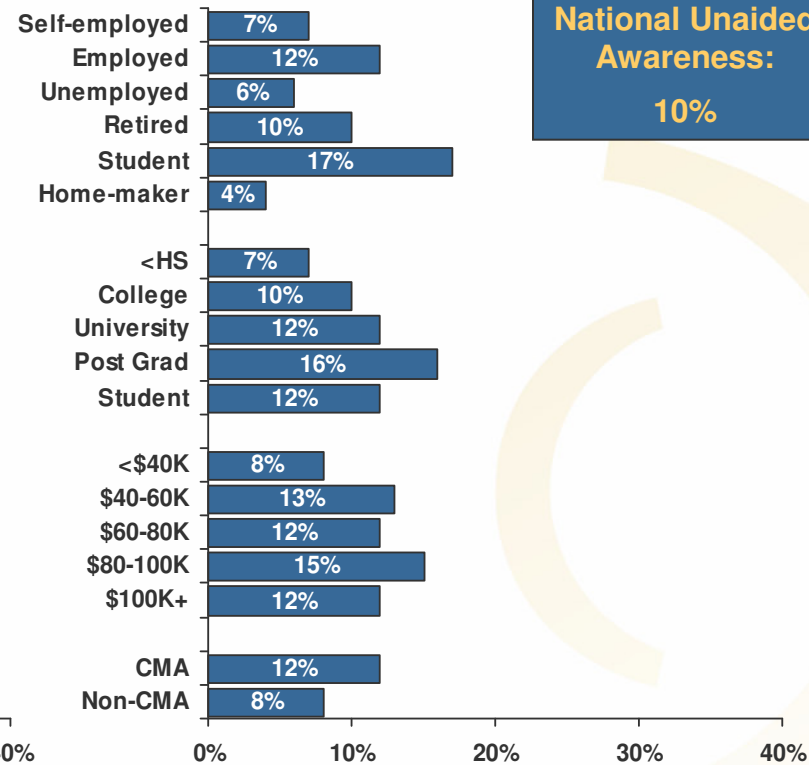
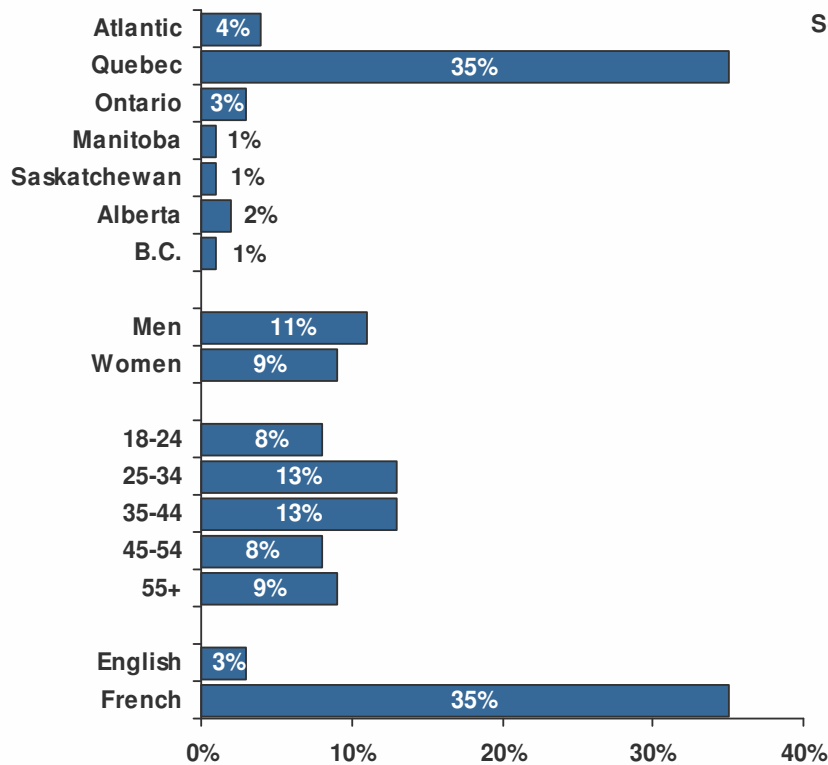
# National Unaided Awareness of the Canada Games

- Awareness of the Canada Games is fairly consistent across most demographic sub-groups.
- In fact, only Saskatchewan residents were notably more likely to be aware of the Canada Games than residents in other provinces. This trend was also observed in the pre-event study, although residents of Manitoba and Atlantic provinces had also shown higher levels of awareness.



# National Unaided Awareness of the FINA Championships

- The results for the FINA Championships show different trends. In addition to the province of Quebec, Atlantic provinces and Ontario demonstrate a somewhat higher awareness level compared to Central and Western provinces.
- As well, employed individuals and students are more likely to be aware of the FINA Championships (12% and 17% respectively), as were respondents with more education (at least a University degree). Canadians living in a CMA were also more likely to be aware of this event when compared to their non-CMA counterparts (12% vs. 8%). Canadians with a household income between \$40K and \$100K are more likely to be aware of this event than those with an income of less than \$40K (13% vs. 8%).



**National Unaided Awareness:**  
10%

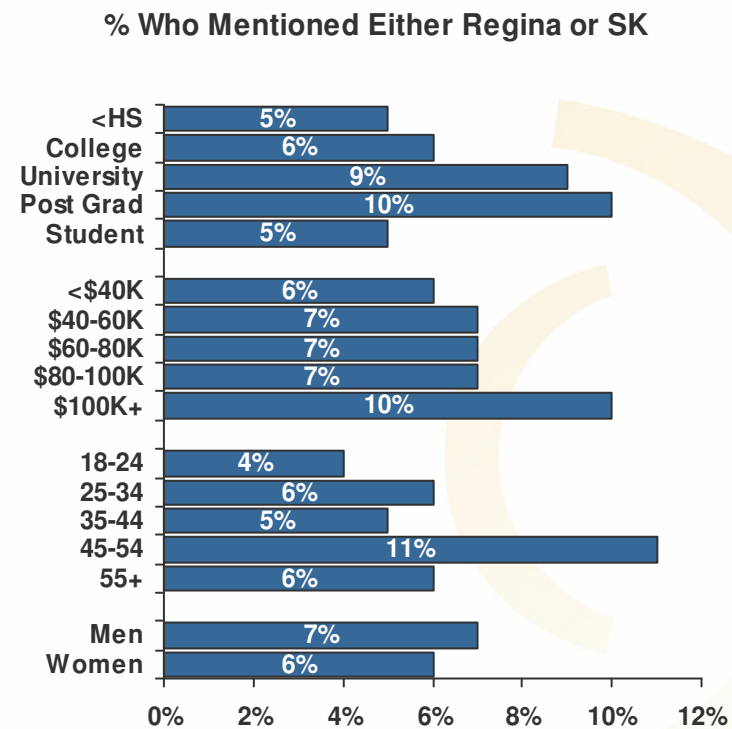
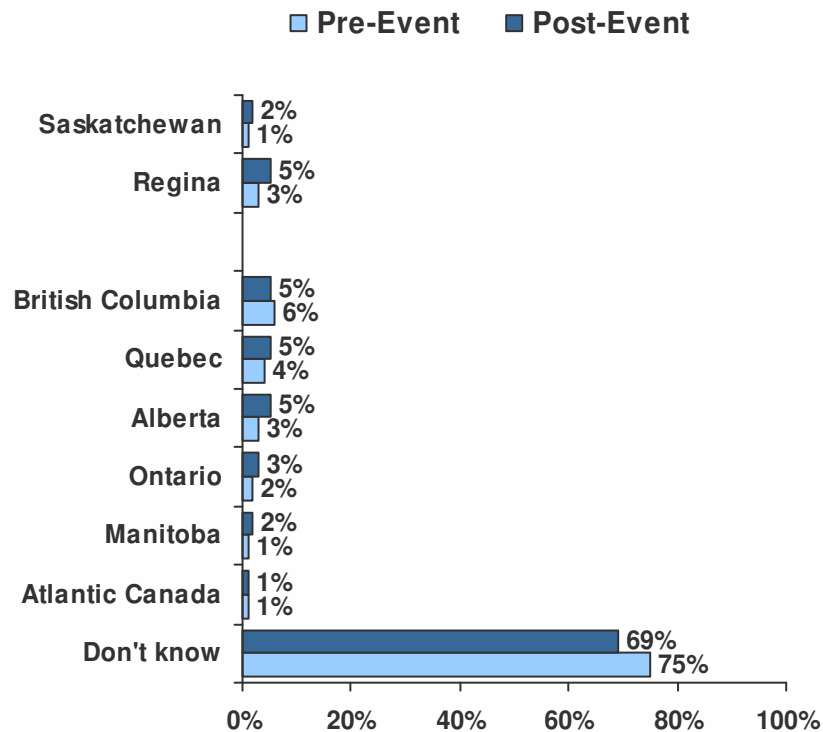
# Canada Games

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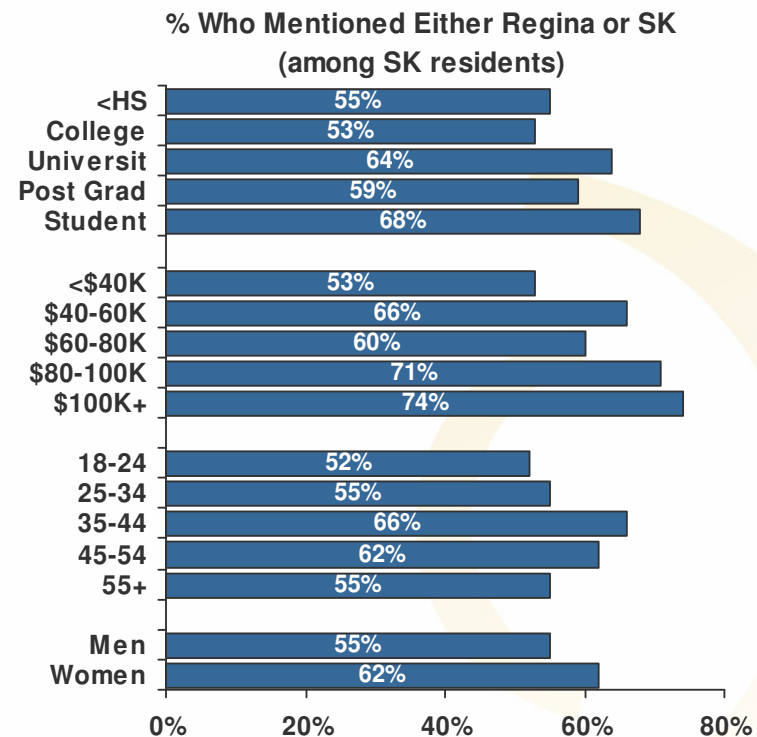
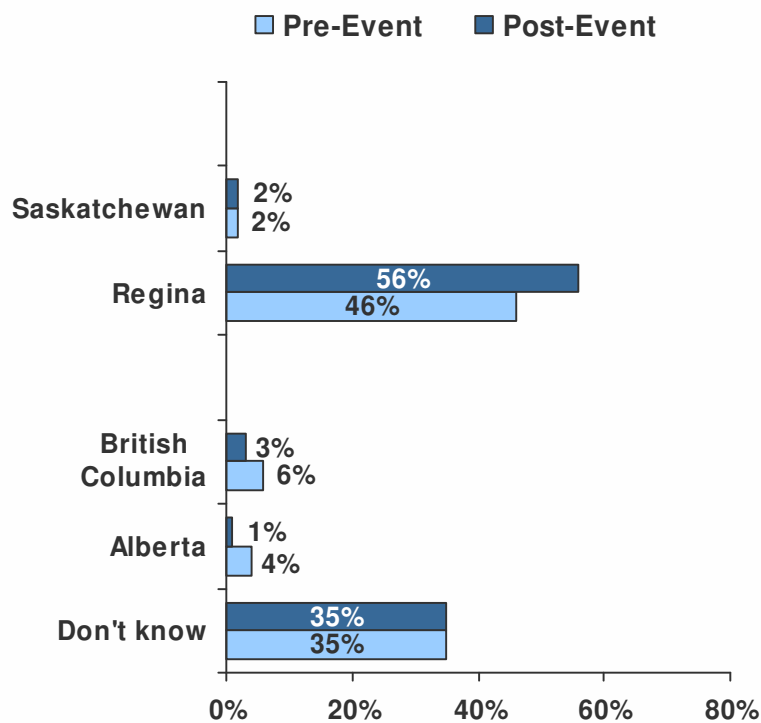
# National Unaided Awareness of Where the Canada Games Will be Held

- Respondents were specifically asked, based on what they know or may have heard, where they thought the Canada Games were held this year.
- In terms of national awareness, 7% of all respondents mentioned either Regina (5%) or Saskatchewan (2%), relatively higher than awareness levels in the pre-event study (3% Regina, 1% Saskatchewan).
- About 5% of respondents believe that the Canada Games were held in BC, Quebec or Alberta (compared to 6%, 4% and 3% respectively in the pre-event study).
- Canadians aged 45 to 54 (11%), post-graduates (10%) and Canadians with household incomes greater than \$100K were most likely to mention either the correct city or the correct province.



# Saskatchewan Unaided Awareness of Where Canada Games Will be Held

- **Among Saskatchewan residents**, about three in five (58%) are aware that the Canada Games were held in their province (vs. 48% prior to the event), with as many as 56% specifying Regina (46% prior to the event). More than one-third of Saskatchewan residents did not know where the Canada Games were held.
- Results also reveal that the likelihood of correctly knowing where the Canada Games were held increases as overall household income levels increase. As well, women show higher awareness levels than men (62% vs. 55%).



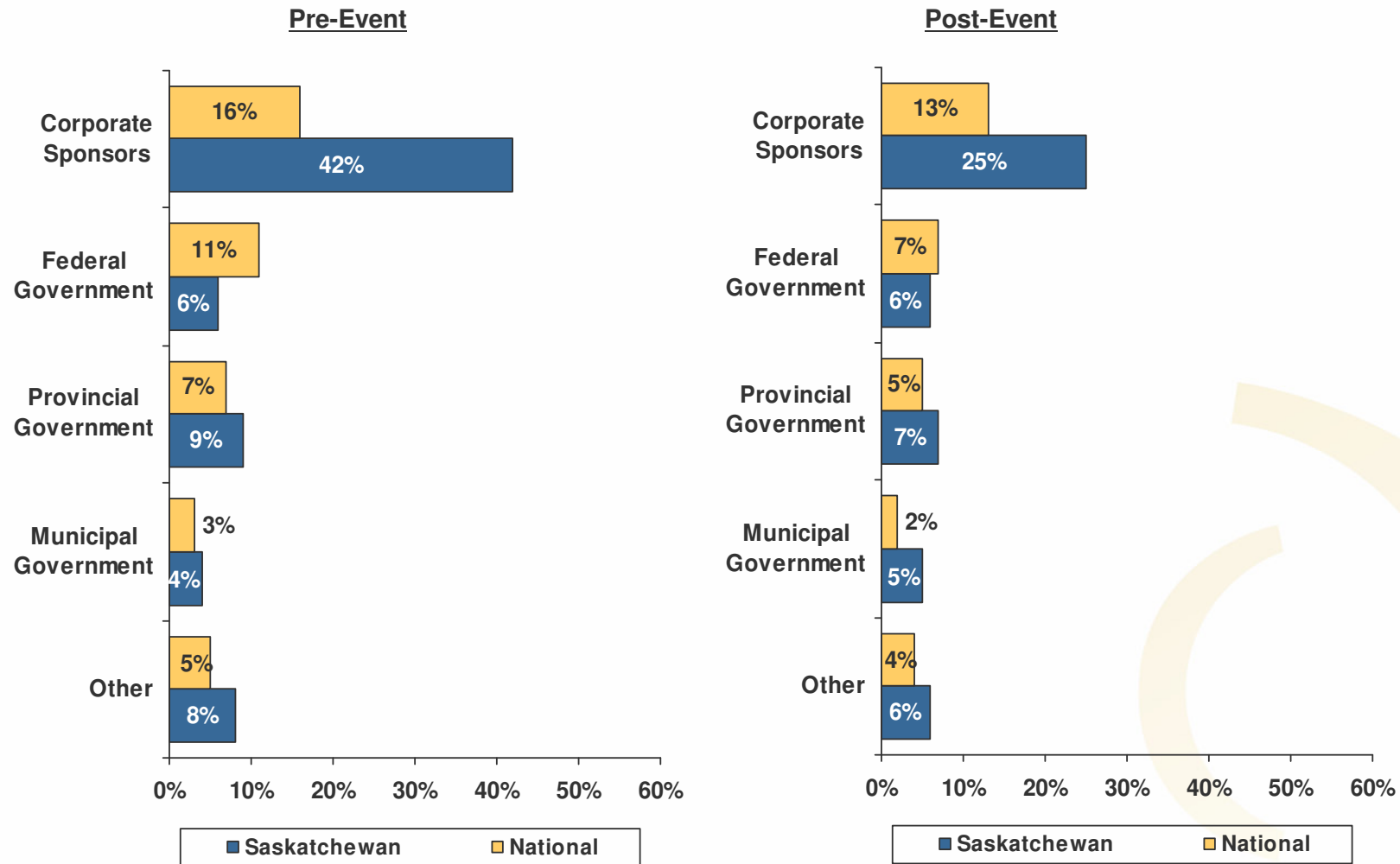
# Unaided Awareness of Canada Games Funding Partners

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- All respondents were asked who the major funding partners were for the last Canada Games.
- Overall, 13% of respondents consider *corporate sponsors* as the main funding contributors to the Canada Games. Furthermore, 7% believe the federal government was the main funding partner, 5% believe the provincial government was involved and 2% regard the municipality of Regina as a contributor. Nearly four in five respondents were not able to identify any funding partners for the Canada Games. It appears Canadians are less likely to recall the federal government as a funding partner after the fact compared to results from the pre-event study (11% vs. 7%).
- The perceived or known involvement of specific funding partners differs among Saskatchewan residents when compared to national results. One-quarter of residents believe that funding for the Games came from corporate sponsors. This number is significantly lower when compared to the pre-event survey where two in five (42%) respondents believed that corporate sponsorship would be responsible for funding. Only 6% of residents believe funds were derived from the federal government.
- Nearly 80% of all respondents and 66% of Saskatchewan residents could not identify a single funding partner.
- The most commonly mentioned corporate sponsors among Saskatchewan residents are:
  - *Sasktel* (12%),
  - *SaskEnergy* (6%), and,
  - *SaskPower* (5%).



# Unaided Awareness of Canada Games Funding Partners



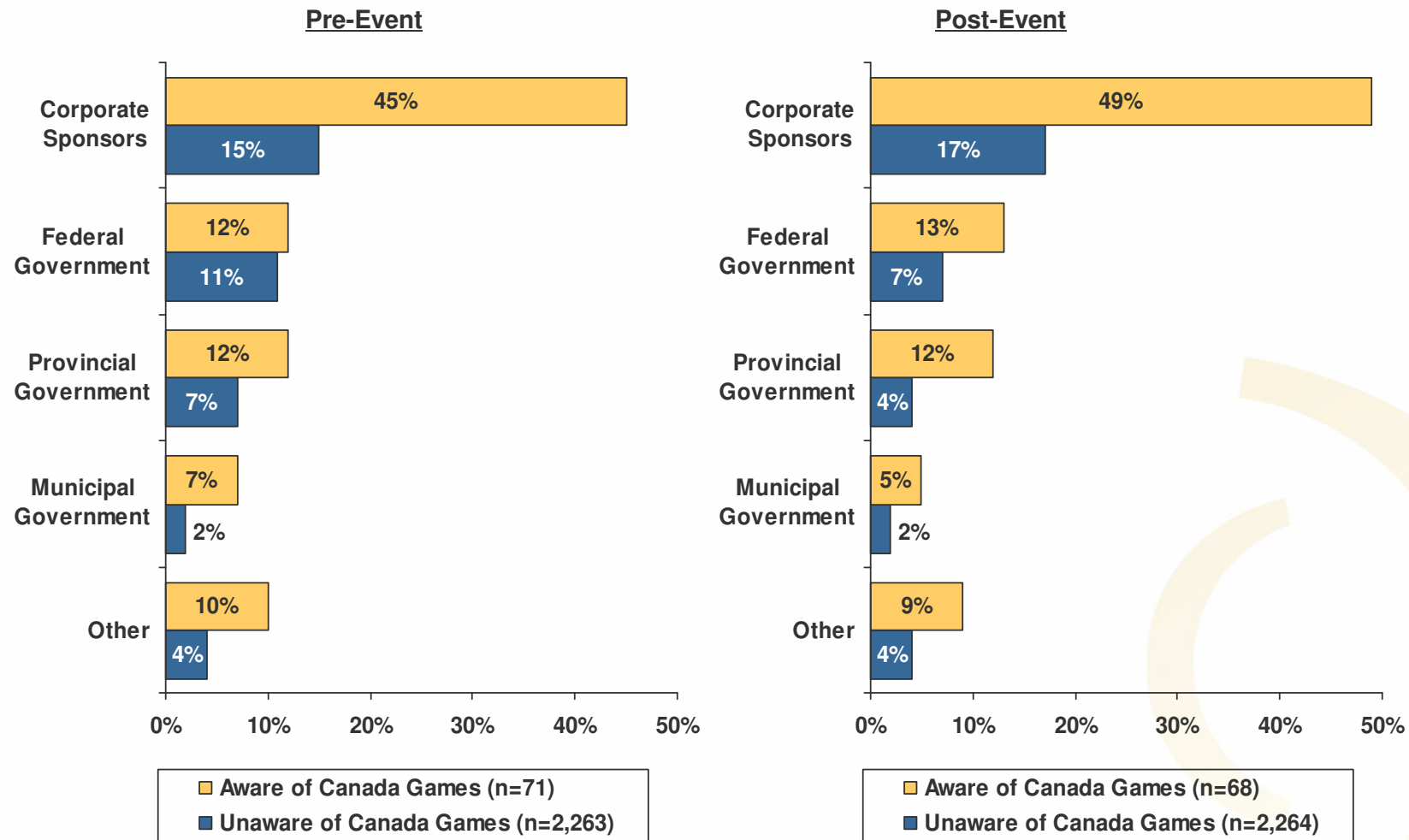
Source: Q3. Please name the major partners that you are aware of, who have contributed to the last Canada Summer Games in Saskatchewan.  
 Base: All respondents (n=2,332)

# Unaided Awareness of Canada Games Funding Partners

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- Comparisons were made between those respondents who named the Canada Games as a top-of-mind sporting event hosted by Canada in 2005 and those who were not aware of the Canada Games.
- Respondents who were aware were much more likely to consider corporate sponsors (49%), the federal government (13%) and the provincial government (12%) as funding partners over those who were not aware (17%, 7% and 4% respectively).
- The results from the pre-event study reveal that those unaware of Canada hosting the Games were more likely to believe that the federal (11%) or provincial government (7%) were the major funding partners, compared to similar respondents in the post-event study (7% and 4% respectively).
- Within the top five corporate sponsors mentioned by those aware that the Canada Games were hosted in Canada, three Saskatchewan-based companies are included. These sponsors are:
  - SaskTel (6%),
  - SaskEnergy (5%),
  - McDonald's (4%),
  - Car manufacturers (4%), and,
  - SaskPower (4%).

# Unaided Awareness of Canada Games Funding Partners



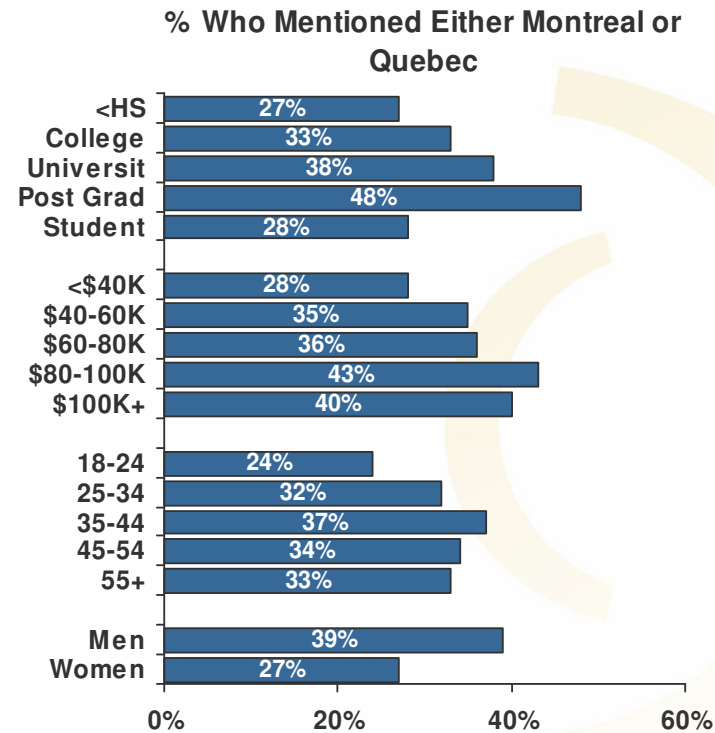
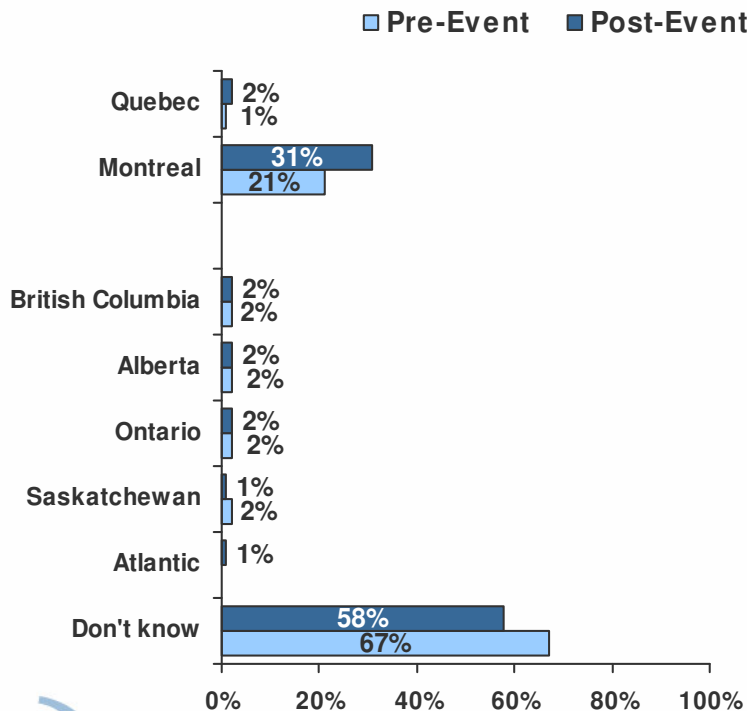
# XI<sup>th</sup> FINA World Aquatic Championships

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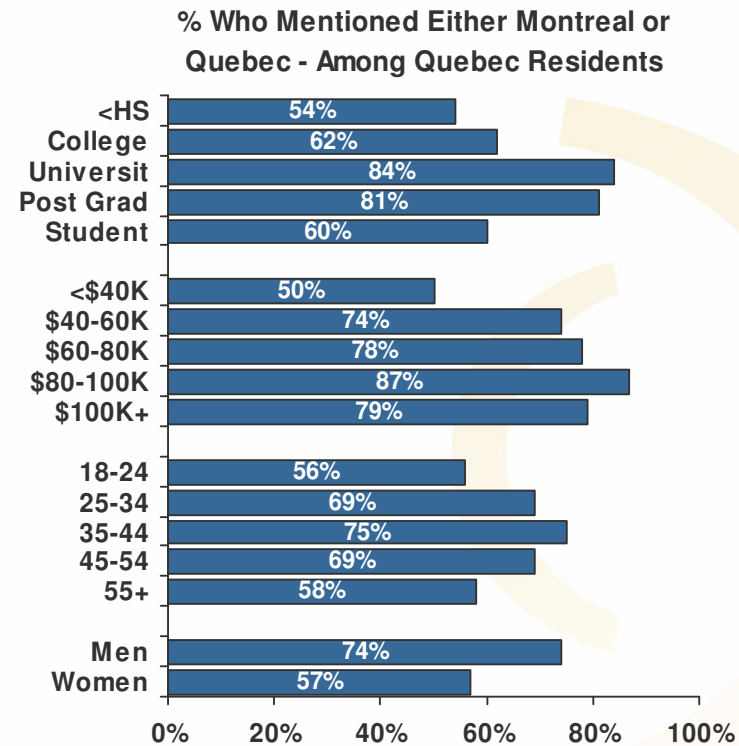
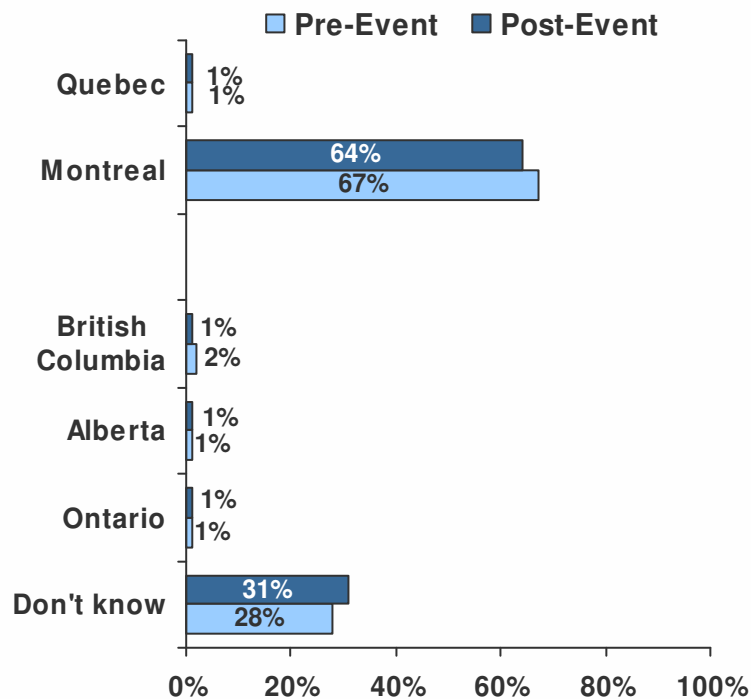
# National Unaided Awareness of Where FINA Was Held

- Post-event results reveal that although more than half of Canadians (58%) did not know where the FINA Championships were held this past summer, this proportion is lower than results found prior to the event being held (when 67% did not know). One-third of Canadians properly identified the host as being Montreal or the province of Quebec (vs. 22% in pre-event study).
- Looking at the various subgroups of the population, awareness of the correct event location was highest among respondents with a post-graduate degree (48%), a household income of more than \$80K (41%) and among men (39%). Awareness was relatively low among youth aged 18 to 24, among whom only 24% correctly identified the event location.
- Respondents who initially recalled the FINA Championships as an event that Canada would host were much more likely to recall Montreal as the host city (86% vs. 25% among those who did not initially recall the FINA Championships).



# Quebec Unaided Awareness of Where FINA Was Held

- **Among Quebec residents specifically**, almost two-thirds (64%) correctly identified Montreal as the event location, similar to the awareness levels measured prior to the event (64%). Almost one-third (31%) did not know the location at all (vs. 28% in pre-event study).
- Across demographic segments in Quebec, event location awareness appears to increase with the level of education attained and with household income. There is somewhat of a pyramid effect across the age brackets where awareness peaks at the middle age bracket (35 to 44) and decreases as respondents either become younger or older. Finally, men are more likely to be aware of the correct event location than are women (74% vs. 57%).

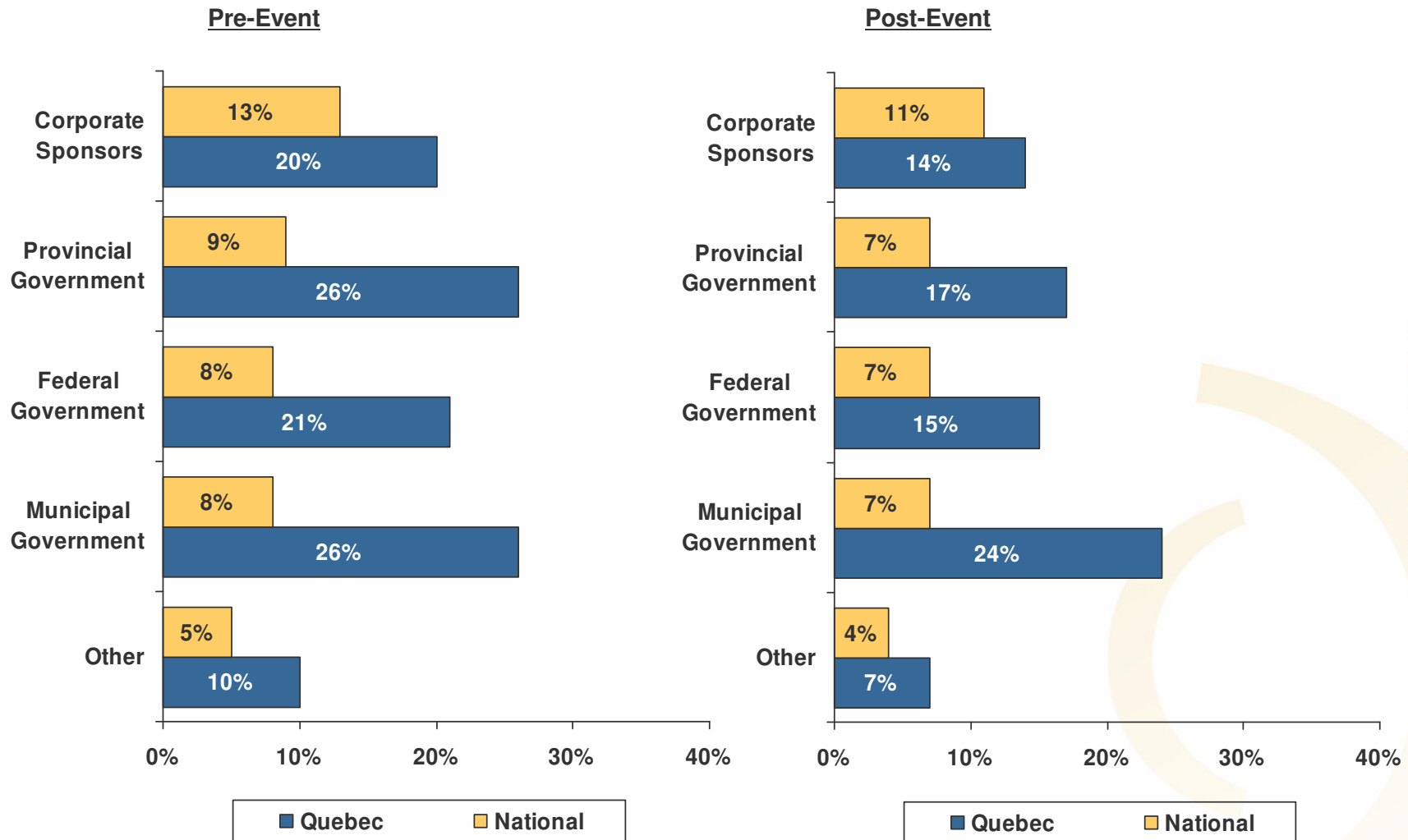


# Unaided Awareness of FINA Funding Partners

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- At the national level, a similar distribution of respondents believe at least one of the three levels of government helped fund the event (7% each for municipal, provincial and federal levels of government). Eleven percent believe that the event is funded by corporate sponsors.
- For Quebec residents, these proportions are much higher than those seen among all Canadians. In fact, about one-quarter of Quebecers (24%) believe the municipal government helped fund the FINA event (compared to 7% of all Canadians).
- McDonald's (3%) and Bell (3%) are the most commonly stated corporate sponsors among Quebec residents.
- It is interesting to note that in the post-event study, Canadians are slightly less aware of the FINA funding partners than at the time of the pre-event study. This fact is more noticeable among residents of Quebec, where awareness of corporate sponsor funding decreased from 20% to 14%, awareness of provincial government decreased from 26% to 17%, and awareness of federal government funding decreased from 21% to 15%. This may be because at the time of the post-event study, the event was no longer being publicized as it would have been prior to the event taking place.

# Unaided Awareness of FINA Funding Partners



Source: Q5. Please name the major partners that you are aware of, who contributed to the eleventh FINA World Championships in Montreal.  
 Base: All respondents (n=2,332)

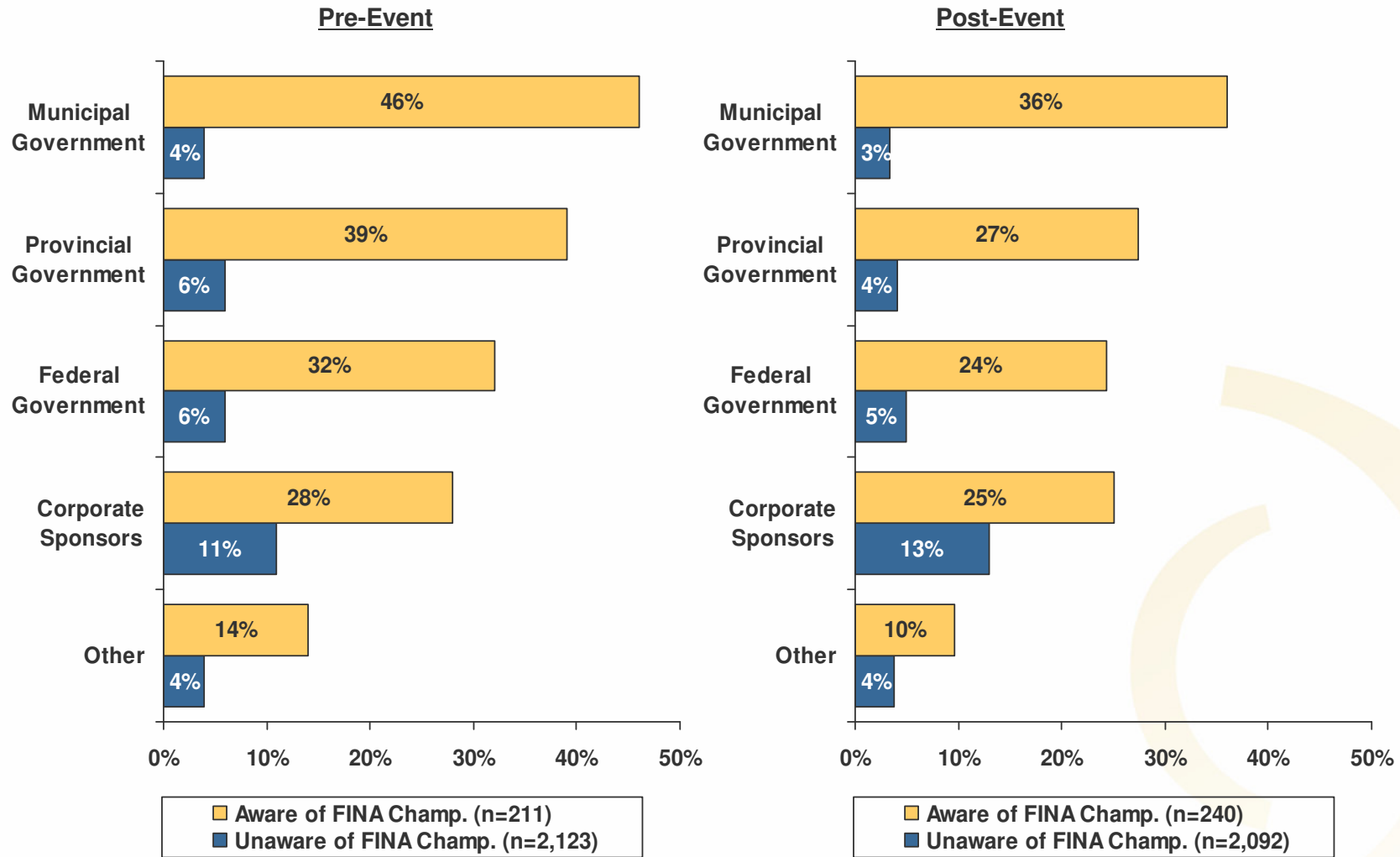


# Unaided Awareness of FINA Funding Partners

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- Comparisons were made between those respondents who named FINA as a top-of-mind sporting event hosted by Canada in 2005 and those who were not aware of FINA.
- Overall, Canadians who recalled that FINA was being hosted in Canada are far more aware of the funding sponsors of the games than those who did not recall that FINA was to be hosted by Canada this year.
- These results mirror those found prior to the FINA event taking place, for both those who are aware and those who are not aware that the FINA championships were held in Canada this summer. However, overall awareness among Canadians is lower in the post-event study for all funding partners.

# Unaided Awareness of FINA Funding Partners



# Attitudes Towards Hosting Amateur Sports in Canada

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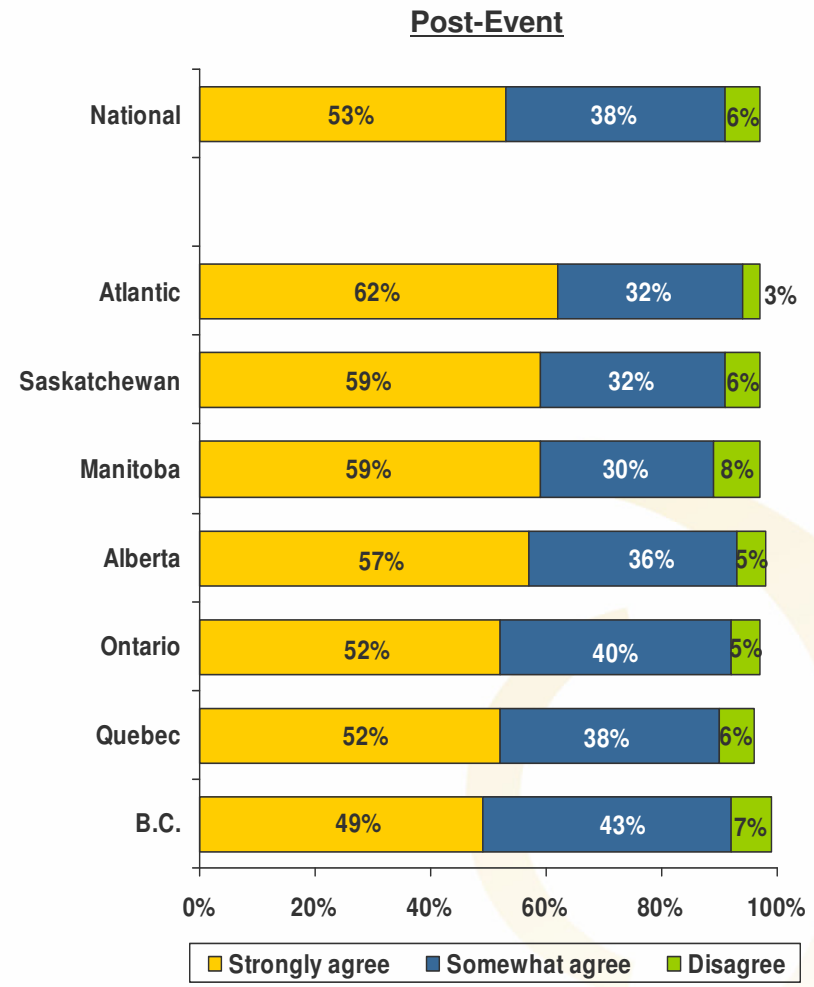
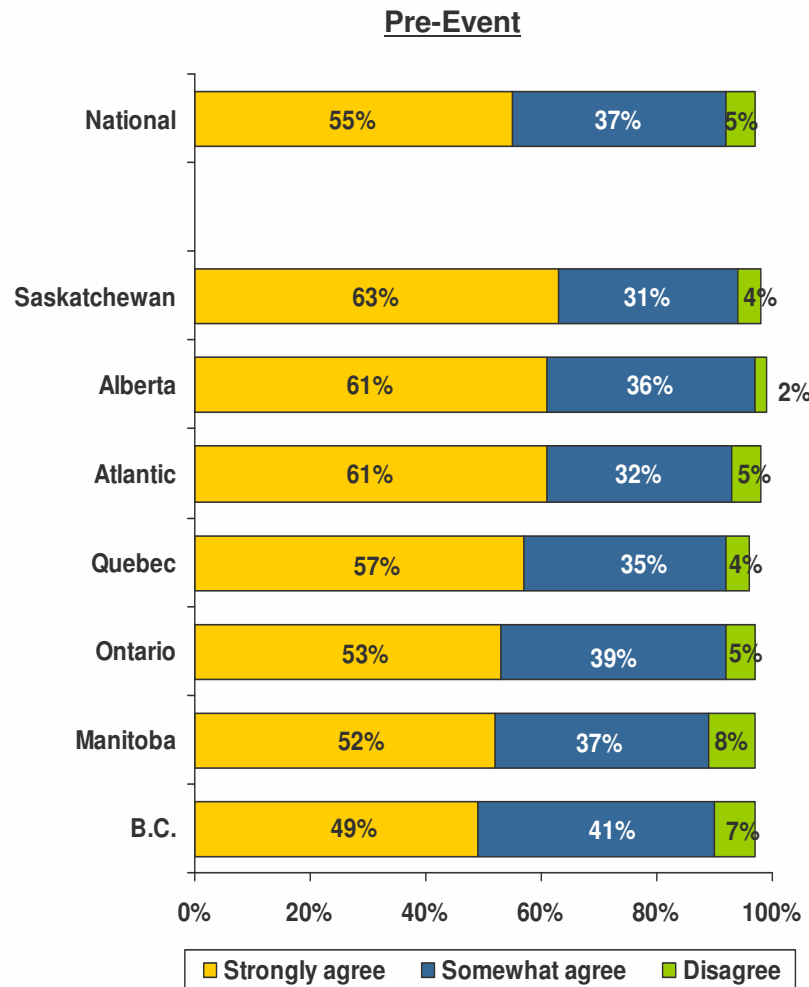
# There Are Economic Benefits for the Host City

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**“The hosting of amateur sporting events in Canada, such as the Canada Games and the World Aquatics Championships, creates positive economic benefits for the host city.”**

- Canadians fully agree that host cities derive economic benefits by hosting amateur sporting events such as the Canada Games and the World Aquatics Championships. More specifically, 53% strongly agree with this proposition and 38% somewhat agree. Prior to the summer, Canadians agreed as strongly with this statement (55% strongly agree, and 37% somewhat agree).
- Considering the two host provinces featured in this research, this statement resonates more in Saskatchewan than it does in Quebec (59% strongly agree in Saskatchewan vs. 52% in Quebec). These results are similar to those found in the pre-event study (63% strongly agreed in Saskatchewan vs. 57% in Quebec). Elsewhere, Atlantic Canada residents are more likely to strongly agree with this statement (62%) than those who live in Quebec (52%), Ontario (52%), or British Columbia (49%).
- Similarly, respondents between 25 and 54 are more likely to “agree” with the idea that host cities benefit economically (strongly and somewhat agree combined sum to 94%), compared to those over 55 years old (88%). Other groups of respondents that are more likely to agree with this statement include 94% of those who are employed (compared to 90% of self-employed, 86% of unemployed and 86% of retired), those with at least a college diploma (93% vs. 89% with a high school education), and those with household incomes of at least \$40K (94% vs. 89% of those earning less than \$40K).

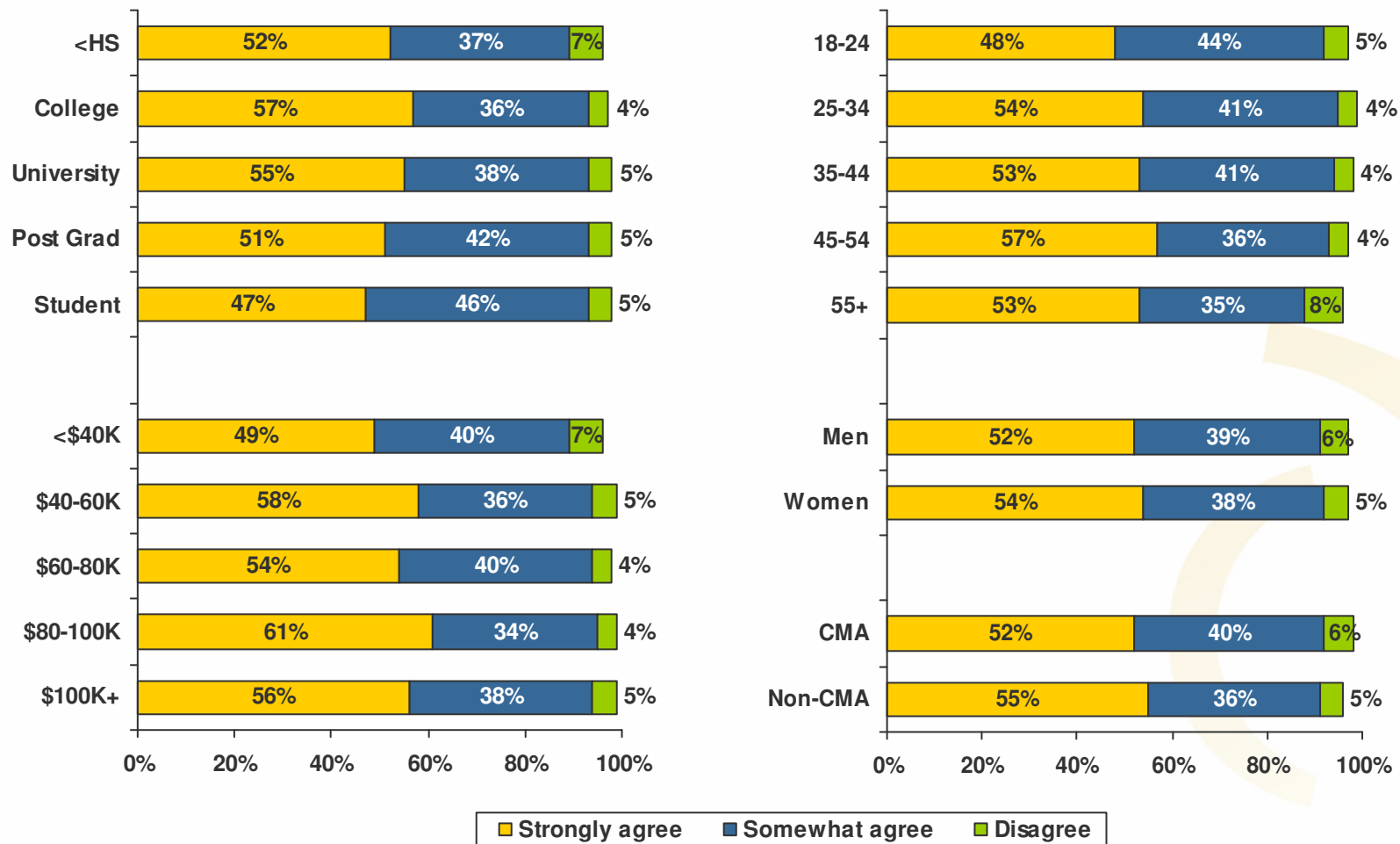
# There Are Economic Benefits for the Host City



Source Q6. The hosting of amateur sporting events in Canada, such as the Canada Games and the World Aquatics Championships, creates positive economic benefits for the host city. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with this statement?

Base: All respondents (n=2,332) 37

# There Are Economic Benefits for the Host City



Source Q6. The hosting of amateur sporting events in Canada, such as the Canada Games and the World Aquatics Championships, creates positive economic benefits for the host city. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with this statement?

Base: All respondents (n=2,332) 38

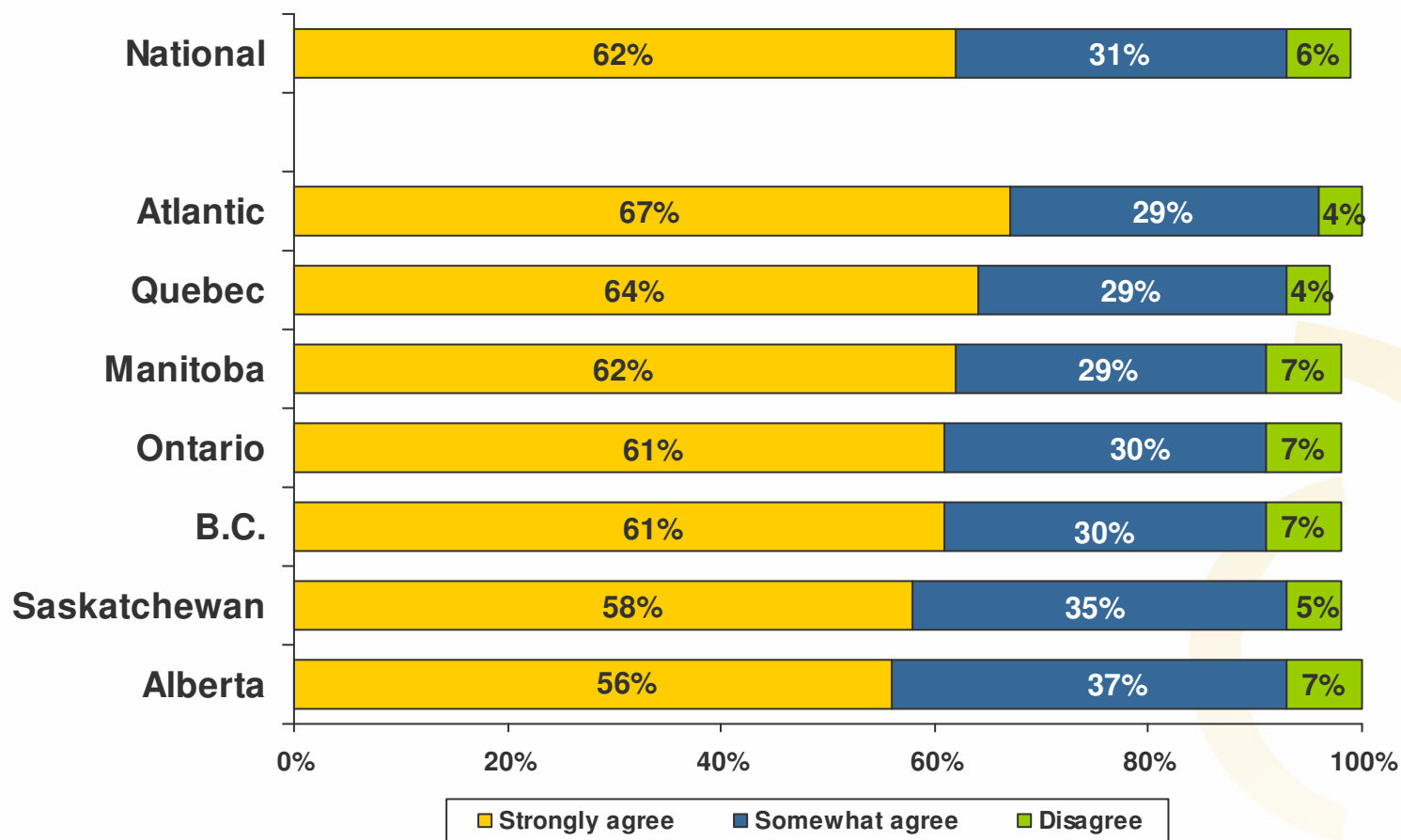
# Federal Govt. Should Continue to Support Amateur Sporting Events

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**“The federal government should continue to provide financial support to the hosting of amateur sporting events in Canada, such as the Canada Games and the World Aquatics Championships because they promote sport, tourism and economic development.”**

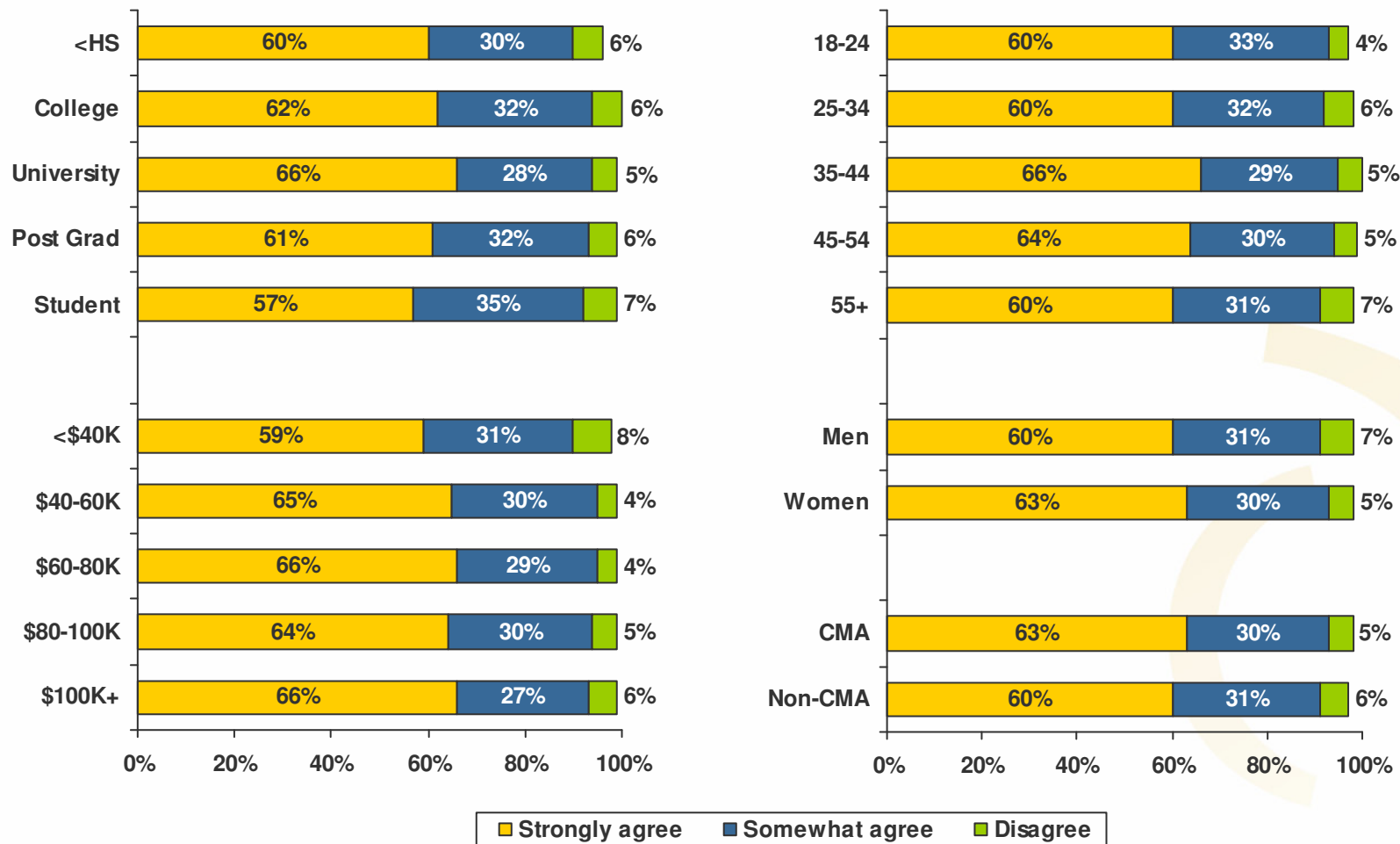
- Canadians are nearly unanimous in their agreement that the federal government should continue to provide financial support to the hosting of amateur sporting events in Canada, because they promote sport, tourism and economic development. More than 9 in 10 Canadians agreed with this statement (62% strongly agree and 31% somewhat agree).
- In this regard, both Atlantic Canada and Quebec residents were more likely to “strongly agree” (67% and 64% respectively) than those who live in Alberta (56%). Moreover, Atlantic Canada residents were more likely to “strongly agree” than residents of Saskatchewan (67% vs. 58%).
- Across various population segments, support for this statement increased among employed respondents (65%), compared to self-employed (58%), retired (59%), or students (52%).

# Federal Govt. Should Continue to Support Amateur Sporting Events





# Federal Govt. Should Continue to Support Amateur Sporting Events



Source Q7: The federal government should continue to provide financial support to the hosting of amateur sporting events in Canada, such as the Canada Games and the World Aquatics Championships because they promote sport, tourism and economic development. Do you strongly agree, somewhat agree, somewhat disagree, strongly disagree with this statement?  
 Base: All respondents (n=2,332) 41

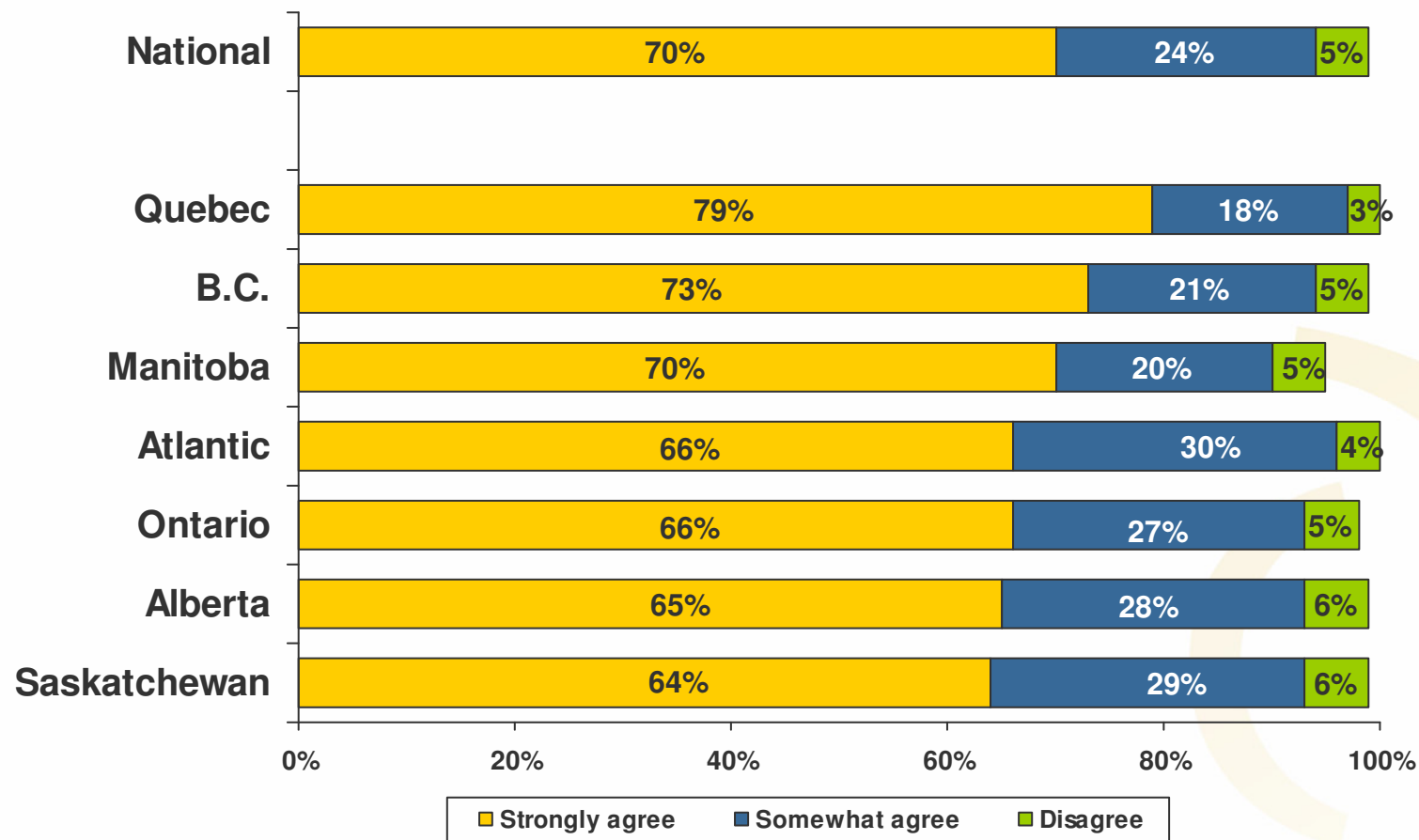
# Federal Govt. Should Continue to Promote Sport Participation

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**“The federal government should continue to promote sport participation.”**

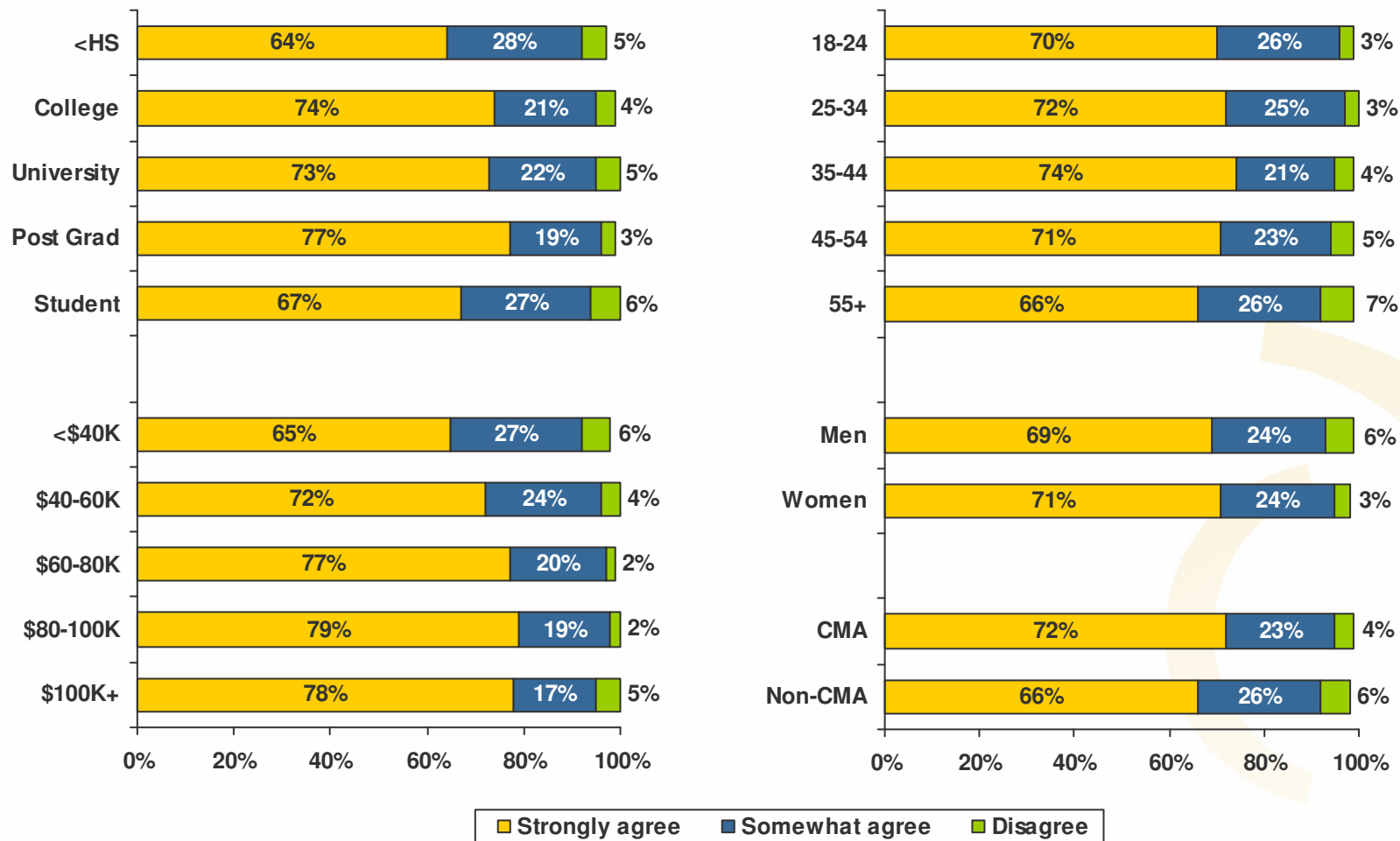
- Very few Canadians disagreed with the notion that the federal government should continue to promote sport participation. In fact, a majority of Canadians “strongly agree” (70%) and another quarter (24%) “somewhat agree” with this role.
- Results show that Quebec residents feel more passionately about this issue compared to residents of Saskatchewan. This is seen by the significantly higher proportion who strongly agreed in Quebec as compared to those in Saskatchewan (79% vs. 64%).
- Across demographic segments, support for this statement, although generally high across all segments, was somewhat less strong among respondents with less education. As well, support was stronger among respondents in the highest income brackets compared to those earning less than \$40K per year (76% vs. 65%). Finally, those who live in a CMA are more likely to strongly agree compared to non-CMA residents (72% vs. 66%).

# Federal Govt. Should Continue to Promote Sport Participation



Source: Q8. The federal government should continue to promote sport participation. Do you strongly agree, somewhat agree, somewhat disagree, strongly disagree with this statement?  
Base: All respondents (n=2,332)

# Federal Govt. Should Continue to Promote Sport Participation



# Appendix A: Questionnaire

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## POST-EVENT SURVEY: 2005 CANADA SUMMER GAMES / WORLD AQUATICS CHAMPIONSHIPS

1. To the best of your knowledge, what major national and international sport events were/will be hosted by Canada in 2005?

**DO NOT READ - CODE ALL THAT APPLY; PROBE: Anything else?**

- Canada Summer Games *or* Canada Games
- XI<sup>th</sup> FINA World Aquatic Championships - Montréal 2005 / FINA 2005 / Montréal 2005
- Junior Pan American Championships
- World Half Marathon Championships
- World Under 17 Hockey
- World Junior Hockey
- Other (SPECIFY \_\_\_\_\_)
- Don't know/No answer

2. Since 1967, the Canada Games have been staged every two years in various cities across Canada, with thousands of Canada's best young athletes participating in each games. The last Canada Summer Games were held in August 2005. Based on what you may know or may have heard, can you tell me where this event was held?

**DO NOT READ - CODE ONE ONLY**

- Alberta
- Atlantic Canada / In the "maritimes"
- BC
- Calgary
- Charlottetown
- Edmonton
- Fredericton
- Halifax
- Manitoba
- Montreal
- New Brunswick
- Newfoundland
- Nova Scotia
- Ontario
- Ottawa
- Prince Edward Island
- Quebec (province of) Quebec City
- Regina
- Saskatchewan
- Saskatoon

- St John's
  - Saint John
  - Toronto
  - Vancouver
  - Whitehorse
  - Winnipeg
- OTHER (DO NOT SPECIFY)  
Don't know/No answer

3. The 2005 Canada Summer Games were held in Regina, Saskatchewan. The Canada Games has a number of major funding partners who make financial contributions to help put the event together. Please name the major partners that you are aware of, who have contributed to the last Canada Summer Games in Saskatchewan.

**DO NOT READ - CODE ALL THAT APPLY**

- Federal government
- Provincial/Quebec government
- Local/municipal government – Montreal
- Corporate sponsors
- (Can you please name the corporate sponsors or companies you are aware of? \_\_\_\_\_)
- Friends of the Games
- Canadian citizens/voluntary donations
- Charities/Non-profit organizations
- Other (SPECIFY \_\_\_\_\_)
- Don't know/No answer

4. In the summer of 2005 Canada hosted the eleventh FINA World Championships, including events in swimming, diving, water polo and synchronized swimming. Based on what you may know or may have heard, in what Canadian city were the eleventh FINA World Championships held?

IF NEEDED: FINA = Federation Internationale de Natation

**DO NOT READ - CODE ONE ONLY**

- Alberta
- Atlantic Canada / In the “maritimes”
- BC
- Calgary
- Charlottetown
- Edmonton
- Fredericton

- Halifax
- Manitoba
- Montreal
- New Brunswick
- Newfoundland
- Nova Scotia
- Ontario
- Ottawa
- Prince Edward Island
- Quebec (province of)
- Quebec City
- Regina
- Saskatchewan
- Saskatoon
- St John's
- Saint John
- Toronto
- Vancouver
- Whitehorse
- Winnipeg
- OTHER (DO NOT SPECIFY)
- Don't know/No answer

5. The eleventh FINA World Championships were held in Montreal, Québec. This event has a number of major funding partners who make financial contributions to help put the event together. Please name the major partners that you are aware of, who contributed to the eleventh FINA World Championships in Montreal.

**DO NOT READ - CODE ALL THAT APPLY**

- Federal government
- Provincial/Quebec government
- Local/municipal government – Montreal
- Corporate sponsors
- (Can you please name the corporate sponsors or companies you are aware of? \_\_\_\_\_)
- Friends of the Games
- Canadian citizens/voluntary donations
- Charities/Non-profit organizations
- Other (SPECIFY \_\_\_\_\_)
- Don't know/No answer



*I will now read to you a series of statements for which I would like you to tell me if you Strongly agree, Somewhat agree, Somewhat disagree, or Strongly disagree.*

6. The hosting of amateur sporting events in Canada, such as the Canada Games and the World Aquatics Championships, creates positive economic benefits for the host city. Do you \_\_\_\_\_ with this statement?

7. The federal government should continue to provide financial support to the hosting of amateur sporting events in Canada, such as the Canada Games and the World Aquatics Championships because they promote sport, tourism and economic development. Do you \_\_\_\_\_ with this statement?

8. The federal government should continue to promote sport participation. Would you say you \_\_\_\_\_ with this statement?

## SONDAGE Post-ÉVÉNEMENT : JEUX D'ÉTÉ DU CANADA 2005 / CHAMPIONNATS DU MONDE AQUATIQUE

1. À votre connaissance, quels événements sportifs majeurs de niveau national et international se sont tenus/se tiendront au Canada en 2005?

**NE LISEZ PAS – CODEZ TOUTES LES RÉPONSES APPLICABLES; SONDEZ : Y en a-t-il d'autres?**

- Les Jeux d'été du Canada *ou* Les Jeux du Canada
- Les XI Championnats du monde FINA – Montréal 2005 / FINA 2005 / Montréal 2005
- Les Championnats Pan Américain Junior
- Le Championnat du monde de demi-marathon
- Le Défi mondial de hockey des moins de 17 ans
- Le Championnat mondial de hockey junior
- Autre (PRÉCISEZ \_\_\_\_\_)
- Ne sait pas/Pas de réponse

2. Depuis 1967, les Jeux du Canada se déroulent tous les deux ans dans différentes villes du Canada. Des milliers de jeunes athlètes canadiens parmi les meilleurs participent à ces Jeux. Les derniers Jeux d'été du Canada se sont tenus en août 2005. En fonction de ce que vous savez ou de ce que vous avez entendu, pouvez-vous me dire où a eu lieu cet événement?

**NE LISEZ PAS – CODEZ UNE SEULE RÉPONSE**

- Alberta
- Provinces de l'Atlantique / Les Maritimes
- Colombie-Britannique
- Calgary
- Charlottetown
- Edmonton
- Fredericton
- Halifax
- Manitoba
- Montréal
- Nouveau-Brunswick
- Terre-Neuve
- Nouvelle-Écosse
- Ontario
- Ottawa
- Île-du-Prince-Édouard
- Québec (province)
- Québec (ville)

- Regina
  - Saskatchewan
  - Saskatoon
  - St John's
  - Saint John
  - Toronto
  - Vancouver
  - Whitehorse
  - Winnipeg
- AUTRE (NE PRÉCISEZ PAS)  
Ne sait pas/Pas de réponse

3. Les Jeux d'été du Canada de 2005 ont eu lieu à Regina en Saskatchewan. Les Jeux du Canada ont obtenu la contribution financière de plusieurs partenaires. Veuillez nommer les principaux partenaires que vous connaissez qui ont contribué à la tenue des Jeux d'été du Canada en Saskatchewan.

**NE LISEZ PAS – CODEZ TOUTES LES RÉPONSES APPLICABLES**

- Le gouvernement fédéral
- Le gouvernement provincial/de la Saskatchewan
- L'administration locale/municipale – Regina
- Des sociétés commanditaires
- (Pouvez-vous nommer les sociétés ou les entreprises commanditaires que vous connaissez? \_\_\_\_\_)
- Les Amis des Jeux
- Les citoyens canadiens/les dons offerts sur une base volontaire
- Les œuvres de bienfaisance/Les organismes à but non lucratif
- Autre (PRÉCISEZ \_\_\_\_\_)
- Ne sait pas/Pas de réponse

4. Au cours de l'été 2005, le Canada a accueilli les onzièmes Championnats du monde FINA. Cet événement regroupait les disciplines suivantes : la natation, le plongeon, le water-polo et la nage synchronisée. En fonction de ce que vous savez ou de ce que vous avez entendu, dans quelle ville canadienne se sont tenus les onzièmes Championnats du monde FINA?

AU BESOIN : FINA = La Fédération Internationale de Natation

**NE LISEZ PAS – CODEZ UNE SEULE RÉPONSE**

- Alberta
- Les provinces de l'Atlantique/Les Maritimes
- Colombie-Britannique
- Calgary
- Charlottetown

- Edmonton
- Fredericton
- Halifax
- Manitoba
- Montréal
- Nouveau-Brunswick
- Terre-Neuve
- Nouvelle-Écosse
- Ontario
- Ottawa
- Île-du-Prince-Édouard
- Québec (province)
- Québec (ville)
- Regina
- Saskatchewan
- Saskatoon
- St John's
- Saint John
- Toronto
- Vancouver
- Whitehorse
- Winnipeg
- AUTRE (NE PRÉCISEZ PAS)
- Ne sait pas/Pas de réponse

5. Les onzièmes Championnats du monde FINA se sont tenus à Montréal, au Québec. Ces championnats ont obtenu la contribution financière de plusieurs partenaires. Veuillez nommer les principaux partenaires que vous connaissez qui ont contribué à la tenue des onzièmes Championnats du monde FINA à Montréal.

**NE LISEZ PAS – CODEZ TOUTES LES RÉPONSES APPLICABLES**

- Le gouvernement fédéral
- Le gouvernement provincial/du Québec
- L'administration locale/municipale – Montréal
- Des sociétés commanditaires
- (Pouvez-vous nommer les sociétés ou les entreprises commanditaires que vous connaissez? \_\_\_\_\_)
- Les Amis des Jeux
- Les citoyens canadiens/les dons offerts sur une base volontaire
- Les œuvres de bienfaisance/Les organismes à but non lucratif
- Autre (PRÉCISEZ \_\_\_\_\_)
- Ne sait pas/Pas de réponse

*Je vais maintenant vous lire quelques énoncés. J'aimerais que vous me disiez si vous êtes fortement en accord, passablement en accord, passablement en désaccord ou fortement en désaccord avec chacun d'eux.*

6. Au Canada, la tenue d'événements sportifs amateurs, tels que les Jeux du Canada et les Championnats du monde aquatique, apportent des retombées économiques positives pour la ville hôte. Êtes-vous \_\_\_\_\_ avec cet énoncé?

7. Le gouvernement fédéral devrait continuer à soutenir financièrement la tenue d'événements sportifs au Canada, tels que les Jeux du Canada et les Championnats du monde aquatique parce que de tels événements font la promotion du sport, du tourisme et du développement économique. Êtes-vous \_\_\_\_\_ avec cet énoncé?

8. Le gouvernement fédéral devrait continuer à encourager la pratique du sport. Êtes-vous \_\_\_\_\_ avec cet énoncé?