

Sport Matters Group – February 25th

For the Omnibus

Q1. Own The Podium is an organization that was created to improve Canadian athlete performances at Olympic and Paralympic Games. Prior to today were you aware of Canada's Own The Podium initiative?

Yes à CONTINUE

No à GOTO Q3

Don't know/Not sure à GOTO Q3

Q2. In your opinion, what kind of impact has Canada's Own The Podium initiative had on the results achieved by Canadian athletes so far in the 2010 Olympic Winter Games?

Very positive impact

Somewhat positive impact

Somewhat negative impact

Very negative impact

No impact at all

Q3. In your opinion, what kind of impact have the results achieved by Canadian athletes so far in the 2010 Olympic Winter Games had on [RANDOMIZE LIST]:

- a) Canadian Pride
- b) Canadian unity (i.e. bringing Canadians together)
- c) Motivating more Canadians to participate in Winter Sport programs and clubs
- d) Motivating more Canadians to get physically active in general

Very positive impact

Somewhat positive impact

Somewhat negative impact

Very negative impact

No impact

Q4. Over the past 5 years, \$117 million was invested in Own The Podium, whose goal was to help Canadian athletes win the most medals at the 2010 Olympic Games. This funding was provided by the Government of Canada and corporate sponsors. Even though Canada will not win the most medals, in your opinion was the investment in Own The Podium:

Very worthwhile

Somewhat worthwhile

Not very worthwhile

Not at all worthwhile

Q5. In order to continue with an initiative like Own The Podium for Canada's winter athletes, \$22 million of additional annual funding from the Government of Canada will be required. The goal of the program would be to provide support and services to high-potential Canadian winter athletes in order to help them meet their goal of being the best in the world. Please indicate your level of support for the Government of Canada to invest \$22 million annually in an initiative like Own The Podium.

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose