

Sport Matters  
Impact Questions  
January 28, 2010

Q1.

“Own The Podium” is an initiative that was created to help Canada be the number one country in terms of number of medals won at the 2010 Olympic Winter Games (being held in Vancouver this month) and to improve Canada’s high-performance sport system.

Over a five year period, “Own the Podium” has invested over \$117 million to support Canada’s top winter sport athletes. In this five year period, Canada has advanced to the number one ranking (held for the past two years) based on World Championship medal count.

How important to you is it that Canada continues a initiative like this beyond 2010?

Very important  
Somewhat Important  
Not Very important  
Not At All Important

Q2. Thinking about the 2010 Olympic Games, How important is it, to you personally , for Canada to ...  
[ROTATE LIST]

- a) finish among the top three of 84 countries in terms of number of medals won
- b) show the world that we are force to be reckoned with when it comes to Winter Sports

Very important  
Somewhat Important  
Not Very important  
Not At All Important

Q3. If Canada were to finish among the top three countries in terms of the number of medals won, what impact would this have 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