

Table 1

Gender

			TOTAL	REGION						Gender		Age			Income			Education			Language	
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)
Gender	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
	Male	COL %	48%	47%	51%	48%	48%	49%	48%	100%	0%	47%	50%	47%	47%	52%	58%	49%	48%	48%	48%	48%
		SIG															A					
	Female	COUNT	485	55	42	35	184	130	40	485	0	129	206	150	166	191	94	148	209	128	375	110
		COL %	52%	53%	49%	52%	52%	51%	52%	0%	100%	53%	50%	53%	53%	48%	42%	51%	52%	52%	52%	52%
		SIG														C						
		COUNT	523	63	40	37	202	138	44	0	523	143	210	170	189	174	67	156	229	138	403	120

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Table 2

Age

		TOTAL	REGION						Gender		Age			Income			Education			Language		
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)
AGE	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
	18-34	COL %	27%	22%	25%	29%	28%	27%	26%	27%	27%	100%	0%	0%	33%	23%	22%	21%	29%	31%	26%	29%
		SIG													B C				A	A		
		COUNT	272	26	20	21	110	74	22	129	143	272	0	0	118	85	36	63	125	84	206	66
	35-54	COL %	41%	41%	47%	38%	41%	40%	40%	42%	40%	0%	100%	0%	33%	47%	49%	38%	45%	39%	42%	39%
		SIG													A	A						
		COUNT	415	48	39	28	160	107	34	206	210	0	415	0	117	170	79	115	197	103	326	89
	55+	COL %	32%	36%	28%	33%	30%	32%	34%	31%	33%	0%	0%	100%	34%	30%	28%	41%	26%	30%	32%	32%
		SIG																B C				
		COUNT	321	43	23	23	116	87	29	150	170	0	0	321	120	109	46	126	115	80	246	74
		MEAN	46.5	48.4	47.1	46.8	45.7	46.2	47.2	46.5	46.4	27.7	45.6	63.4	45.5	47.2	46.7	49.2	44.7	46.2	46.6	45.9
		SIG											A	A B				B C				
		STDDEV	14.8	14.2	13.0	16.1	14.9	15.1	14.3	14.9	14.7	5.0	5.6	6.2	16.3	13.5	12.4	15.6	14.2	14.2	14.7	15.1
	MEDIAN	48.0	48.0	49.0	50.0	46.0	48.0	48.0	47.0	48.0	29.0	47.0	62.0	47.0	48.0	47.0	49.0	46.0	45.0	47.0	48.0	

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Table 3

Age_Gender

		TOTAL	REGION						Gender		Age			Income			Education			Language			
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)	
AGE/Gender	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230	
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220	
	Male 18-34	COL %	13%	9%	12%	14%	13%	14%	13%	27%	0%	47%	0%	0%	17%	11%	12%	14%	12%	12%	12%	15%	
		SIG																					
		COUNT	129	11	9	10	51	37	11	129	0	129	0	0	62	40	20	43	55	31	94	35	
	Male 35-54	COL %	20%	20%	26%	19%	20%	20%	19%	42%	0%	0%	50%	0%	16%	24%	30%	20%	22%	18%	21%	18%	
		SIG													A	A							
		COUNT	206	23	21	14	79	53	16	206	0	0	206	0	57	86	48	61	97	48	164	42	
	Male 55+	COL %	15%	18%	14%	15%	14%	15%	16%	31%	0%	0%	0%	47%	13%	18%	16%	14%	13%	19%	15%	14%	
		SIG																					
		COUNT	150	21	11	11	54	40	14	150	0	0	150	47	65	26	44	57	49	117	33		
	Female 18-34	COL %	14%	13%	13%	15%	15%	14%	13%	0%	27%	53%	0%	0%	16%	12%	10%	6%	16%	20%	14%	14%	
		SIG																	A	A			
		COUNT	143	15	11	10	59	37	11	0	143	143	0	0	56	45	16	20	71	52	112	31	
	Female 35-54	COL %	21%	22%	21%	20%	21%	20%	21%	0%	40%	0%	50%	0%	17%	23%	19%	18%	23%	21%	21%	21%	
		SIG																					
		COUNT	210	25	17	14	81	54	18	0	210	0	210	0	60	84	31	55	100	55	162	47	
	Female 55+	COL %	17%	19%	14%	17%	16%	17%	18%	0%	33%	0%	0%	53%	21%	12%	12%	27%	13%	11%	17%	18%	
		SIG													B			B	C				
		COUNT	170	22	12	13	62	47	15	0	170	0	0	170	73	44	20	82	58	30	129	41	

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Table 4

Language

			TOTAL	REGION						Gender		Age			Income			Education			Language		
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)	
Language	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230	
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220	
		COL %	77%	100%	100%	100%	100%	14%	100%	77%	77%	76%	79%	77%	67%	82%	88%	68%	79%	84%	100%	100%	0%
	English	SIG														A	A		A	A			
		COUNT	778	117	81	72	386	38	85	375	403	206	326	246	238	298	141	207	348	224	778	0	
		COL %	23%	0%	0%	0%	0%	86%	0%	23%	23%	24%	21%	23%	33%	18%	12%	32%	21%	16%	0%	100%	
	French	SIG														B C		B C					
		COUNT	230	0	0	0	0	230	0	110	120	66	89	74	117	67	20	97	90	42	0	230	
		COL %																					

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Table 5

Region

REGION		TOTAL	REGION						Gender		Age			Income			Education			Language		
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)
REGION	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
	BC	COL %	12%	100%	0%	0%	0%	0%	0%	11%	12%	10%	12%	13%	11%	11%	14%	9%	13%	12%	15%	0%
		SIG																				
		COUNT	117	117	0	0	0	0	0	55	63	26	48	43	39	38	23	26	58	33	117	0
	AB	COL %	8%	0%	100%	0%	0%	0%	0%	9%	8%	7%	9%	7%	4%	10%	17%	6%	9%	9%	10%	0%
		SIG														A	A					
		COUNT	81	0	81	0	0	0	0	42	40	20	39	23	15	35	27	19	37	25	81	0
	MB/SK	COL %	7%	0%	0%	100%	0%	0%	0%	7%	7%	8%	7%	7%	7%	8%	4%	8%	6%	7%	9%	0%
		SIG																				
		COUNT	72	0	0	72	0	0	0	35	37	21	28	23	23	27	6	25	28	19	72	0
	ON	COL %	38%	0%	0%	0%	100%	0%	0%	38%	39%	40%	39%	36%	33%	40%	43%	34%	38%	43%	50%	0%
		SIG																				
		COUNT	386	0	0	0	386	0	0	184	202	110	160	116	117	146	69	105	168	113	386	0
	PQ	COL %	27%	0%	0%	0%	0%	100%	0%	27%	26%	27%	26%	27%	38%	22%	15%	35%	24%	21%	5%	100%
		SIG													B C			B C				
		COUNT	268	0	0	0	0	268	0	130	138	74	107	87	134	81	24	107	106	55	38	230
	ATL	COL %	8%	0%	0%	0%	0%	0%	100%	8%	8%	8%	8%	9%	8%	10%	7%	7%	10%	8%	11%	0%
		SIG																				
		COUNT	85	0	0	0	0	0	85	40	44	22	34	29	27	37	11	23	42	20	85	0

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Table 6

Education

		TOTAL	REGION						Gender		Age			Income			Education			Language			
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)	
Education	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230	
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220	
	HS or less	COL %	30%	22%	23%	35%	27%	40%	27%	30%	30%	23%	28%	39%	40%	26%	8%	100%	0%	0%	27%	42%	
		SIG						A D						A B	B C	C							A
		COUNT	304	26	19	25	105	107	23	148	156	63	115	126	143	96	14	304	0	0	207	97	
	College/ Tech school	COL %	43%	49%	46%	39%	43%	39%	49%	43%	44%	46%	47%	36%	44%	46%	42%	0%	100%	0%	45%	39%	
		SIG										C	C										
		COUNT	438	58	37	28	168	106	42	209	229	125	197	115	158	166	67	0	438	0	348	90	
	Univ+	COL %	26%	28%	31%	27%	29%	21%	24%	26%	26%	31%	25%	25%	15%	28%	50%	0%	0%	100%	29%	18%	
		SIG													A	A B						B	
		COUNT	266	33	25	19	113	55	20	128	138	84	103	80	54	102	80	0	0	266	224	42	

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Table 7

Income

		TOTAL	REGION						Gender		Age			Income			Education			Language			
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)	
Income	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230	
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220	
	<\$50K	COL %	35%	33%	18%	32%	30%	50%	32%	34%	36%	43%	28%	38%	100%	0%	0%	47%	36%	20%	31%	51%	
		SIG							A B D F			B		B				B C	C				A
		COUNT	355	39	15	23	117	134	27	166	189	118	117	120	355	0	0	143	158	54	238	117	
	\$50-99K	COL %	36%	33%	43%	38%	38%	30%	43%	39%	33%	31%	41%	34%	0%	100%	0%	32%	38%	39%	38%	29%	
		SIG								B			A									B	
		COUNT	364	38	35	27	146	81	37	191	174	85	170	109	0	364	0	96	166	102	298	67	
	\$100K+	COL %	16%	20%	33%	9%	18%	9%	13%	19%	13%	13%	19%	14%	0%	0%	100%	4%	15%	30%	18%	9%	
		SIG		E	C D E F		E			B									A	A B	B		
		COUNT	161	23	27	6	69	24	11	94	67	36	79	46	0	0	161	14	67	80	141	20	
	DK/REF	COL %	13%	14%	5%	21%	14%	11%	12%	7%	18%	12%	12%	14%	0%	0%	0%	17%	11%	11%	13%	12%	
		SIG								A								B					
		COUNT	128	17	4	15	53	29	10	34	94	34	49	45	0	0	0	51	47	30	101	27	

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Table 8

1. 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?

		TOTAL	REGION						Gender		Age			Income			Education			Language	
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)
All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
	UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
	COL %	55%	76%	65%	59%	58%	37%	51%	65%	45%	56%	54%	55%	46%	58%	77%	46%	52%	68%	60%	36%
	SIG		D E F	E	E	E			B					A	A B				A B	B	
	COUNT	550	90	53	42	224	99	43	313	237	152	223	176	162	210	123	141	227	182	468	82
	COL %	41%	20%	34%	38%	38%	56%	45%	32%	49%	41%	41%	41%	48%	40%	21%	48%	44%	28%	36%	58%
	SIG					A	A B D	A		A				C	C		C	C			A
	COUNT	413	23	28	27	148	149	38	158	256	111	170	132	171	144	33	145	193	76	280	133
	COL %	4%	4%	1%	4%	4%	7%	4%	3%	6%	3%	5%	4%	6%	3%	2%	6%	4%	3%	4%	7%
	SIG									A											
	COUNT	45	4	1	3	14	20	4	14	31	9	22	13	22	11	4	18	18	9	30	15

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Table 9

2. 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?

		TOTAL	REGION						Gender		Age			Income			Education			Language	
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)
Aware of Own the Podium initiative	BASE	550	90	53	42	224	99	43	313	237	152	223	176	162	210	123	141	227	182	468	82
	UNWT	596	90	59	52	240	101	54	345	251	154	234	208	161	222	153	96	257	243	511	85
Mostly positive impact	COL %	66%	63%	64%	67%	64%	82%	54%	67%	65%	71%	65%	64%	77%	60%	62%	68%	67%	65%	63%	84%
	SIG																				A
Mostly negative impact	COUNT	365	56	34	28	142	80	23	210	155	107	144	113	125	125	77	95	152	117	295	69
	COL %	11%	12%	16%	17%	11%	4%	14%	13%	9%	9%	12%	11%	5%	12%	14%	11%	11%	10%	12%	4%
No impact at all	SIG															A					B
	COUNT	61	11	9	7	24	4	6	40	21	14	28	19	8	25	17	16	25	19	57	4
Not sure	COL %	12%	11%	13%	8%	15%	4%	26%	14%	11%	12%	13%	12%	9%	16%	12%	10%	13%	13%	14%	4%
	SIG																				B
Not sure	COUNT	68	9	7	3	33	4	11	42	26	19	29	21	15	34	15	15	30	23	65	4
	COL %	10%	14%	6%	8%	11%	10%	6%	7%	15%	8%	10%	13%	8%	12%	11%	11%	9%	12%	11%	7%
	SIG									A											
	COUNT	57	13	3	3	25	10	3	22	35	12	22	23	13	26	14	15	20	22	51	6

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Table 10

3. In your opinion, what kind of impact have the results achieved by Canadian athletes so far in the 2010 Olympic Winter Games had on - Canadian pride ?

		TOTAL (A)	REGION						Gender		Age			Income			Education			Language		
			BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)	
Canadian pride	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
	Very positive impact	COL %	74%	91%	80%	68%	78%	63%	65%	69%	78%	74%	70%	79%	73%	71%	78%	76%	73%	72%	77%	62%
		SIG		C D E F			E				A				B							B
	Somewhat positive impact	COUNT	744	106	65	49	300	169	55	334	409	201	290	253	261	259	125	232	319	193	601	143
		COL %	18%	8%	13%	29%	15%	24%	25%	21%	16%	22%	20%	12%	17%	23%	14%	16%	20%	19%	16%	26%
	Somewhat negative impact	SIG				A		A	A			C	C		C							A
		COUNT	184	9	11	21	59	64	21	100	85	61	85	39	60	85	23	49	86	50	124	61
	Very negative impact	COL %	2%	1%	4%	1%	1%	3%	3%	2%	1%	1%	1%	3%	2%	2%	2%	1%	2%	1%	2%	3%
		SIG												C							B	
	No impact	COUNT	12	0	0	1	4	5	2	8	4	1	11	1	4	2	2	0	3	9	10	1
		COL %	2%	0%	2%	1%	2%	4%	0%	3%	1%	1%	3%	2%	3%	1%	2%	1%	3%	2%	2%	3%
	Unsure	SIG								B												
		COUNT	20	0	1	1	7	11	0	16	4	4	11	5	11	5	3	3	12	5	13	7
	Positive (Net)	COL %	3%	0%	1%	1%	3%	5%	4%	3%	3%	1%	3%	4%	3%	2%	3%	5%	2%	3%	2%	5%
		SIG										A	A				B					
	Negative (Net)	COUNT	30	0	1	1	13	12	4	15	15	2	14	14	12	7	4	16	7	7	19	11
		COL %	92%	99%	93%	97%	93%	87%	90%	89%	95%	96%	90%	91%	90%	94%	92%	92%	93%	91%	93%	89%
		SIG		E								A	B C								B	
		COUNT	928	116	76	69	358	233	76	434	494	262	375	292	321	343	148	281	405	242	724	204
		COL %	3%	1%	4%	1%	2%	5%	5%	4%	2%	2%	4%	3%	3%	3%	4%	1%	3%	5%	3%	3%
		SIG								B												
		COUNT	29	2	3	1	7	12	5	20	10	4	15	10	11	9	6	4	13	12	22	7

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Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 11

3. In your opinion, what kind of impact have the results achieved by Canadian athletes so far in the 2010 Olympic Winter Games had on - Canadian unity (i.e. bringing Canadians together) ?

		TOTAL (A)	REGION						Gender		Age			Income			Education			Language		
			BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)	
Canadian unity (i.e. bringing Canadians together)	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
	Very positive impact	COL %	57%	71%	68%	55%	65%	38%	54%	50%	64%	61%	55%	57%	55%	56%	61%	62%	57%	52%	62%	41%
		SIG		E	E		E				A							C				B
	Somewhat positive impact	COUNT	577	83	55	40	251	103	46	244	334	166	228	182	197	204	98	190	249	138	482	95
		COL %	26%	27%	19%	33%	25%	27%	30%	28%	24%	25%	28%	24%	25%	29%	26%	20%	28%	31%	27%	22%
	Somewhat negative impact	SIG																	A	A		
		COUNT	264	32	15	23	95	73	26	136	128	69	118	78	90	106	42	61	122	81	213	52
	Very negative impact	COL %	4%	1%	1%	4%	2%	11%	0%	6%	2%	3%	3%	6%	6%	4%	2%	4%	5%	3%	2%	13%
		SIG						A D		B												A
	No impact	COUNT	42	2	1	3	6	30	0	29	13	9	12	20	22	14	4	12	23	7	13	29
		COL %	1%	0%	5%	0%	1%	2%	0%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	3%
	Unsure	SIG			D																	A
		COUNT	14	0	4	0	4	7	0	8	6	1	10	3	2	5	4	2	7	4	7	7
	Positive (Net)	COL %	8%	1%	8%	6%	4%	17%	8%	10%	5%	8%	8%	7%	10%	7%	6%	8%	7%	9%	5%	17%
		SIG						A D		B												A
	Negative (Net)	COUNT	78	1	6	4	15	45	7	51	27	23	32	24	35	24	9	23	31	25	39	39
		COL %	3%	1%	0%	2%	4%	4%	7%	4%	3%	1%	4%	4%	3%	3%	2%	5%	1%	4%	3%	4%
	Positive (Net)	SIG																B				
		COUNT	33	1	0	1	14	10	6	17	15	3	15	14	10	12	4	16	6	11	24	8
	Negative (Net)	COL %	83%	98%	87%	88%	90%	66%	85%	78%	88%	86%	83%	81%	81%	85%	87%	83%	85%	83%	89%	64%
		SIG		B E F	E	E	E		E	A												B
	Positive (Net)	COUNT	841	114	70	63	346	176	72	380	462	235	346	260	286	310	140	251	371	220	695	146
		COL %	6%	1%	6%	4%	3%	14%	0%	8%	4%	4%	5%	7%	7%	5%	5%	5%	7%	4%	3%	16%
Negative (Net)	SIG						A D		B												A	
	COUNT	56	2	5	3	10	36	0	37	19	11	22	23	24	19	8	14	30	11	20	36	

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Table 12

3. In your opinion, what kind of impact have the results achieved by Canadian athletes so far in the 2010 Olympic Winter Games had on - Motivating more Canadians to participate in winter sport programs and clubs ?

		TOTAL (A)	REGION						Gender		Age			Income			Education			Language		
			BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)	
Motivating more Canadians to participate in winter sport programs and clubs	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
	Very positive impact	COL %	33%	29%	20%	25%	36%	37%	34%	32%	34%	29%	32%	38%	35%	33%	27%	41%	32%	25%	31%	40%
		SIG																				
	Somewhat positive impact	COUNT	333	34	16	18	138	98	29	154	180	79	131	123	125	121	44	125	141	67	241	92
		COL %	45%	49%	57%	63%	40%	45%	39%	46%	45%	53%	42%	42%	45%	44%	48%	39%	46%	50%	46%	43%
	Somewhat negative impact	SIG				D F						B C								A		
		COUNT	455	58	46	45	153	120	33	222	233	143	176	136	161	161	77	119	203	133	356	98
	Very negative impact	COL %	2%	2%	2%	0%	1%	4%	0%	3%	1%	0%	2%	3%	2%	1%	0%	4%	1%	1%	1%	4%
		SIG						D			B							C				A
	No impact	COUNT	19	2	1	0	3	12	0	14	5	1	9	8	8	5	1	11	6	2	10	9
		COL %	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Unsure	COUNT	4	0	0	0	4	0	0	4	0	4	0	0	0	0	1	0	0	4	4	0
		COL %	10%	8%	11%	7%	10%	8%	17%	10%	10%	12%	11%	6%	8%	12%	14%	8%	9%	13%	10%	8%
	Positive (Net)	COUNT	100	10	9	5	39	22	14	50	50	33	46	21	28	45	22	23	41	36	82	18
		COL %	10%	11%	10%	4%	13%	6%	10%	9%	10%	6%	12%	10%	9%	9%	10%	9%	11%	10%	11%	5%
	Negative (Net)	SIG										A									B	
		COUNT	98	13	8	3	49	15	9	46	52	15	50	33	33	33	16	26	46	26	86	12
		COL %	78%	79%	76%	89%	76%	81%	72%	77%	79%	82%	74%	81%	81%	77%	75%	80%	79%	75%	77%	83%
		SIG																				A
		COUNT	789	92	62	64	291	218	61	376	413	223	307	259	286	282	121	244	345	200	597	191
		COL %	2%	2%	2%	0%	2%	4%	0%	3%	2%	0%	3%	3%	2%	1%	1%	4%	1%	2%	2%	4%
		SIG																				
		COUNT	22	2	1	0	6	12	0	14	9	1	13	8	8	5	1	11	6	5	14	9

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Table 13

3. In your opinion, what kind of impact have the results achieved by Canadian athletes so far in the 2010 Olympic Winter Games had on - Motivating more Canadians to get physically active in general ?

		TOTAL (A)	REGION						Gender		Age			Income			Education			Language			
			BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)		
Motivating more Canadians to get physically active in general	All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230	
		UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220	
	Very positive impact	COL %	27%	23%	12%	11%	25%	42%	24%	28%	27%	26%	26%	29%	35%	23%	24%	35%	27%	17%	22%	45%	
		SIG																					A
	Somewhat positive impact	COUNT	273	27	10	8	96	112	20	134	139	71	110	92	125	85	38	106	120	46	170	103	
		COL %	47%	48%	60%	68%	45%	43%	43%	45%	50%	48%	45%	50%	43%	47%	49%	43%	49%	49%	49%	49%	41%
	Somewhat negative impact	SIG																					B
		COUNT	479	56	49	48	174	114	37	218	260	131	186	162	153	172	79	132	216	131	384	94	
	Very negative impact	COL %	1%	1%	1%	0%	1%	2%	3%	2%	1%	0%	1%	2%	0%	2%	1%	2%	1%	0%	1%	1%	2%
		SIG																					
	No impact	COUNT	13	1	1	0	3	5	3	9	4	1	5	7	2	9	2	6	6	1	9	4	
		COL %	1%	0%	2%	0%	1%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	
	Unsure	SIG																					
		COUNT	6	0	2	0	4	0	0	2	4	2	4	0	2	0	1	0	2	4	6	0	
	Positive (Net)	COL %	15%	19%	18%	15%	16%	9%	16%	17%	13%	19%	16%	10%	11%	18%	19%	8%	13%	24%	17%	9%	
		SIG																					
	Negative (Net)	COUNT	149	22	15	11	63	25	14	83	67	51	67	31	40	66	31	26	59	65	130	20	
		COL %	9%	9%	6%	6%	12%	4%	14%	8%	9%	6%	10%	9%	9%	9%	6%	11%	8%	7%	10%	4%	
	Positive (Net)	SIG																					
		COUNT	88	11	5	5	46	10	11	39	49	16	44	28	33	32	10	34	34	20	80	8	
	Negative (Net)	COL %	75%	71%	72%	78%	70%	85%	67%	73%	76%	74%	71%	79%	78%	71%	73%	78%	77%	66%	71%	86%	
		SIG																					
	Positive (Net)	COUNT	751	83	59	56	270	227	57	352	399	202	296	254	278	257	117	238	336	177	554	197	
		COL %	2%	1%	4%	0%	2%	2%	3%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	
Negative (Net)	SIG																						
	COUNT	19	1	3	0	7	6	3	11	8	3	9	7	4	9	3	6	8	5	15	4		

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Table 14

4. 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...

		TOTAL (A)	REGION						Gender		Age			Income			Education			Language	
			BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)	French (B)
All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
	UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
Very worthwhile	COL %	46%	49%	39%	37%	45%	53%	36%	46%	46%	44%	44%	50%	49%	44%	50%	45%	46%	47%	43%	56%
	SIG																				A
Somewhat worthwhile	COUNT	462	58	32	27	174	142	30	221	240	120	181	161	173	161	81	136	201	124	333	128
	COL %	31%	32%	35%	43%	29%	30%	29%	31%	31%	31%	32%	30%	29%	33%	29%	32%	33%	28%	32%	30%
Not very worthwhile	SIG																				
	COUNT	314	37	29	30	112	81	25	150	165	84	134	96	104	122	46	97	143	74	246	68
Not at all worthwhile	COL %	10%	7%	15%	14%	13%	5%	5%	11%	9%	10%	11%	8%	8%	10%	10%	9%	9%	12%	11%	4%
	SIG			E		E															B
Not sure	COUNT	98	8	12	10	50	13	4	53	45	26	45	27	28	35	16	29	38	31	88	10
	COL %	9%	9%	8%	5%	9%	6%	19%	10%	7%	11%	9%	6%	7%	10%	9%	7%	9%	10%	10%	5%
Worthwhile (Net)	SIG							E													B
	COUNT	86	10	6	3	34	16	16	49	37	30	36	20	24	38	14	20	40	26	74	11
Not Worthwhile (Net)	COL %	5%	4%	3%	1%	4%	6%	11%	3%	7%	4%	5%	5%	7%	2%	2%	7%	3%	4%	5%	5%
	SIG																				
Worthwhile (Net)	COUNT	48	5	3	1	15	16	10	13	36	12	19	17	26	9	3	22	15	11	37	11
	COL %	77%	81%	74%	80%	74%	83%	65%	76%	77%	75%	76%	80%	78%	78%	79%	77%	79%	74%	74%	86%
Not Worthwhile (Net)	SIG						F														A
	COUNT	776	95	60	57	286	222	55	371	405	204	315	257	277	283	127	233	345	198	579	197
Not Worthwhile (Net)	COL %	18%	15%	23%	19%	22%	11%	23%	21%	16%	21%	20%	15%	15%	20%	19%	16%	18%	21%	21%	9%
	SIG					E			B												B
Not Worthwhile (Net)	COUNT	184	18	18	14	84	30	20	102	82	56	81	47	52	73	31	49	78	57	162	22

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Table 15

4. Please indicate your level of support for the Government of Canada to invest \$22 million annually in an initiative like Own The Podium.

		TOTAL	REGION						Gender		Age			Income			Education			Language	
			(A)	BC (A)	AB (B)	MB/SK (C)	ON (D)	PQ (E)	ATL (F)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	<\$50K (A)	\$50-99K (B)	\$100K+ (C)	HS or less (A)	College/ Tech school (B)	Univ+ (C)	English (A)
All Respondents	BASE	1,008	117	81	72	386	268	85	485	523	272	415	321	355	364	161	304	438	266	778	230
	UNWT	1,008	121	86	84	377	255	85	507	501	257	391	360	336	356	196	214	455	339	788	220
Strongly support	COL %	37%	41%	45%	26%	37%	38%	32%	45%	29%	35%	34%	42%	36%	42%	42%	38%	36%	38%	36%	39%
	SIG								B												
Somewhat support	COUNT	373	48	36	19	141	102	27	220	153	95	142	136	126	155	67	115	156	102	283	90
	COL %	35%	34%	34%	36%	34%	33%	43%	29%	40%	35%	36%	32%	35%	33%	33%	32%	36%	36%	35%	34%
Somewhat oppose	SIG								A												
	COUNT	351	40	27	26	132	90	37	140	212	97	151	103	125	121	53	98	156	97	273	79
Strongly oppose	COL %	12%	12%	17%	21%	13%	10%	4%	12%	12%	10%	15%	11%	12%	11%	12%	11%	14%	10%	13%	10%
	SIG				F																
Not sure	COUNT	122	14	14	15	49	28	3	58	65	26	61	35	41	38	19	34	61	28	99	23
	COL %	10%	8%	5%	7%	11%	9%	20%	10%	11%	13%	10%	7%	9%	10%	11%	9%	11%	11%	10%	10%
Support (Net)	SIG								B												
	COUNT	103	10	4	5	44	24	17	47	56	36	43	24	34	38	18	27	47	30	81	22
Oppose (Net)	COL %	6%	5%	0%	11%	5%	9%	0%	4%	7%	7%	4%	7%	8%	4%	2%	10%	4%	4%	5%	7%
	SIG				F		F		A					B C		B C					
Support (Net)	COUNT	58	6	0	8	19	25	0	20	37	19	17	22	29	13	3	30	18	10	42	16
	COL %	72%	75%	78%	62%	71%	71%	76%	74%	70%	70%	71%	75%	71%	76%	75%	70%	71%	75%	71%	73%
Oppose (Net)	SIG																				
	COUNT	725	88	64	44	274	191	64	360	365	192	293	240	251	275	120	213	312	199	556	169
Oppose (Net)	COL %	22%	20%	22%	27%	24%	19%	24%	22%	23%	23%	25%	18%	21%	23%	20%	25%	21%	23%	20%	20%
	SIG																				
Oppose (Net)	COUNT	226	23	18	20	93	52	20	105	120	62	104	59	75	76	37	61	107	57	180	45
	SIG																				

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.