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	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Male	COL %	49%	45%	51%	48%	51%	49%	48%	100%	0%	52%	49%	47%	49%	54%	56%	48%	51%	49%	49%	49%
		SIG																				
		COUNT	494	51	51	34	188	129	41	494	0	142	203	149	178	183	93	153	212	129	383	111
	Female	COL %	51%	55%	49%	52%	49%	51%	52%	0%	100%	48%	51%	53%	51%	46%	44%	52%	49%	51%	51%	51%
		SIG																				
		COUNT	509	61	49	37	182	136	45	0	509	132	209	168	189	156	74	167	207	135	396	114

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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	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	18-34	COL %	27%	22%	33%	29%	28%	27%	25%	29%	26%	100%	0%	0%	29%	27%	22%	23%	30%	29%	27%	29%
		SIG																				
		COUNT	274	24	33	20	102	73	22	142	132	274	0	0	105	90	36	75	124	76	210	64
	35-54	COL %	41%	42%	43%	38%	42%	40%	40%	41%	41%	0%	100%	0%	37%	40%	52%	43%	39%	42%	42%	38%
		SIG															A B					
		COUNT	412	47	43	27	153	106	34	203	209	0	412	0	135	136	87	137	164	111	326	86
	55+	COL %	32%	36%	24%	33%	31%	32%	35%	30%	33%	0%	0%	100%	35%	33%	26%	34%	31%	29%	31%	33%
		SIG																				
		COUNT	317	41	24	23	114	86	30	149	168	0	0	317	127	113	44	108	131	77	243	74
	MEAN		46.3	49.0	44.2	46.4	45.8	46.5	46.6	46.1	46.5	27.5	45.7	63.3	47.3	46.7	45.9	48.4	45.8	44.6	46.4	46.1
	SIG												A	A B				C				
	STDDEV		14.9	15.8	14.6	16.8	14.3	14.5	16.0	14.7	15.1	4.6	5.9	6.4	16.4	14.0	13.3	14.8	15.5	13.7	15.0	14.3
	MEDIAN		48.0	50.0	45.0	49.0	46.0	49.0	49.0	47.0	49.0	28.0	47.0	62.0	50.0	48.0	45.0	50.0	46.0	42.0	47.0	49.0

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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.

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	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Male 18-34	COL %	14%	10%	17%	14%	15%	14%	12%	29%	0%	52%	0%	0%	15%	14%	13%	12%	15%	16%	14%	15%
		SIG																				
		COUNT	142	11	17	10	56	36	10	142	0	142	0	0	56	49	22	38	62	42	109	33
	Male 35-54	COL %	20%	18%	23%	19%	21%	20%	19%	41%	0%	0%	49%	0%	18%	21%	27%	20%	21%	19%	20%	20%
		SIG															A					
		COUNT	203	21	23	13	78	52	16	203	0	0	203	0	64	73	45	63	88	51	158	44
	Male 55+	COL %	15%	17%	11%	15%	14%	15%	17%	30%	0%	0%	0%	47%	16%	18%	15%	16%	15%	13%	15%	15%
		SIG																				
		COUNT	149	19	11	11	53	40	14	149	0	0	0	149	58	61	25	51	62	36	115	34
	Female 18-34	COL %	13%	12%	15%	15%	12%	14%	13%	0%	26%	48%	0%	0%	13%	12%	8%	11%	15%	13%	13%	14%
		SIG																				
		COUNT	132	13	15	10	46	36	11	0	132	132	0	0	49	41	14	37	62	34	101	31
	Female 35-54	COL %	21%	24%	21%	20%	20%	20%	21%	0%	41%	0%	51%	0%	19%	19%	25%	23%	18%	23%	22%	19%
		SIG																				
		COUNT	209	27	21	14	76	54	18	0	209	0	209	0	70	64	42	74	76	60	167	42
	Female 55+	COL %	17%	19%	13%	17%	16%	17%	18%	0%	33%	0%	0%	53%	19%	15%	11%	18%	17%	16%	16%	18%
		SIG																				
		COUNT	168	22	13	12	60	46	15	0	168	0	0	168	70	52	18	57	69	42	128	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	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	English	COL %	78%	100%	100%	100%	100%	15%	100%	78%	78%	77%	79%	77%	70%	79%	93%	70%	79%	85%	100%	0%
		SIG														A	A B		A	A		
		COUNT	778	112	100	71	369	40	86	383	396	210	326	243	256	268	154	225	329	224	778	0
	French	COL %	22%	0%	0%	0%	0%	85%	0%	22%	22%	23%	21%	23%	30%	21%	7%	30%	21%	15%	0%	100%
		SIG													B C	C		B C				
		COUNT	225	0	0	0	0	225	0	111	114	64	86	74	110	71	12	95	90	40	0	225

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Table 5

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	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	BC	COL %	11%	100%	0%	0%	0%	0%	0%	10%	12%	9%	12%	13%	10%	13%	10%	9%	12%	12%	14%	0%
		SIG																				
		COUNT	112	112	0	0	0	0	0	51	61	24	47	41	36	44	16	28	52	32	112	0
	AB	COL %	10%	0%	100%	0%	0%	0%	0%	10%	10%	12%	11%	8%	6%	9%	21%	7%	10%	12%	13%	0%
		SIG															A B					
		COUNT	100	0	100	0	0	0	0	51	49	33	43	24	22	30	34	24	44	32	100	0
	MB/SK	COL %	7%	0%	0%	100%	0%	0%	0%	7%	7%	7%	7%	7%	8%	7%	10%	8%	8%	5%	9%	0%
		SIG																				
		COUNT	71	0	0	71	0	0	0	34	37	20	27	23	29	22	17	25	32	13	71	0
	ON	COL %	37%	0%	0%	0%	100%	0%	0%	38%	36%	37%	37%	36%	31%	38%	45%	29%	36%	48%	47%	0%
		SIG															A			A B		
		COUNT	369	0	0	0	369	0	0	188	182	102	153	114	114	130	75	92	150	128	369	0
	PQ	COL %	26%	0%	0%	0%	0%	100%	0%	26%	27%	27%	26%	27%	35%	23%	11%	36%	24%	18%	5%	100%
		SIG													B C	C		B C				
		COUNT	265	0	0	0	0	265	0	129	136	73	106	86	129	79	18	114	103	48	40	225
	ATL	COL %	9%	0%	0%	0%	0%	0%	100%	8%	9%	8%	8%	9%	10%	10%	4%	11%	9%	4%	11%	0%
		SIG													C	C		C	C			
		COUNT	86	0	0	0	0	0	86	41	45	22	34	30	37	34	7	36	38	11	86	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	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	HS or less	COL %	32%	25%	24%	36%	25%	43%	42%	31%	33%	27%	33%	34%	42%	28%	12%	100%	0%	0%	29%	42%
		SIG						A B D	D						B C	C						A
		COUNT	320	28	24	25	92	114	36	153	167	75	137	108	152	96	20	320	0	0	225	95
	College/ Tech school	COL %	42%	46%	44%	46%	41%	39%	45%	43%	41%	45%	40%	41%	45%	42%	35%	0%	100%	0%	42%	40%
		SIG																				
		COUNT	419	52	44	32	150	103	38	212	207	124	164	131	165	144	59	0	419	0	329	90
	Univ+	COL %	26%	28%	32%	19%	35%	18%	13%	26%	27%	28%	27%	24%	14%	29%	53%	0%	0%	100%	29%	18%
		SIG			F		E F									A	A B				B	
		COUNT	264	32	32	13	128	48	11	129	135	76	111	77	50	100	88	0	0	264	224	40

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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	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	<$50K	COL %	37%	32%	22%	41%	31%	49%	43%	36%	37%	38%	33%	40%	100%	0%	0%	48%	39%	19%	33%	49%
		SIG						A B D	B									C	C			A
		COUNT	367	36	22	29	114	129	37	178	189	105	135	127	367	0	0	152	165	50	256	110
	$50-99K	COL %	34%	39%	31%	31%	35%	30%	40%	37%	31%	33%	33%	36%	0%	100%	0%	30%	34%	38%	34%	32%
		SIG								B												
		COUNT	339	44	30	22	130	79	34	183	156	90	136	113	0	339	0	96	144	100	268	71
	$100K+	COL %	17%	14%	34%	24%	20%	7%	8%	19%	15%	13%	21%	14%	0%	0%	100%	6%	14%	33%	20%	5%
		SIG			A D E F	E	E						A C						A	A B	B	
		COUNT	167	16	34	17	75	18	7	93	74	36	87	44	0	0	167	20	59	88	154	12
	DK/REF	COL %	13%	15%	13%	3%	14%	15%	9%	8%	18%	16%	13%	10%	0%	0%	0%	16%	12%	10%	13%	14%
		SIG									A											
		COUNT	130	17	13	2	51	39	8	40	90	44	54	32	0	0	0	52	52	27	99	31

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Table 8

1. How important to you is it that Canada continues an initiative like this beyond 2010?

			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)
	All Respondents	BASE	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Very important	COL %	36%	37%	24%	33%	33%	44%	40%	38%	34%	38%	34%	38%	37%	40%	33%	37%	36%	35%	33%	47%
		SIG						B														A
		COUNT	362	42	24	24	122	116	34	189	172	103	139	119	134	135	54	117	153	91	256	106
	Somewhat important	COL %	38%	35%	45%	36%	35%	41%	40%	38%	39%	37%	40%	37%	39%	38%	34%	42%	37%	36%	38%	40%
		SIG																				
		COUNT	383	39	45	26	130	108	34	187	196	101	165	117	142	130	56	134	155	94	294	89
	Not very important	COL %	14%	16%	15%	20%	17%	9%	10%	11%	17%	15%	14%	13%	14%	12%	17%	15%	13%	15%	16%	7%
		SIG									A										B	
		COUNT	143	18	15	14	63	25	8	54	89	42	59	42	51	41	28	47	57	39	126	17
	Not at all important	COL %	12%	12%	16%	11%	15%	6%	11%	13%	10%	10%	12%	12%	11%	10%	16%	7%	13%	15%	13%	6%
		SIG			E		E												A	A	B	
		COUNT	116	14	16	8	54	16	9	64	52	28	48	39	39	33	27	22	55	39	103	13
	Top2box	COL %	74%	72%	70%	70%	68%	85%	80%	76%	72%	74%	74%	75%	75%	78%	67%	78%	73%	70%	71%	87%
		SIG						B D								C						A
		COUNT	745	81	69	49	252	224	68	376	369	204	304	236	277	265	111	251	308	186	550	195
	Low2box	COL %	26%	28%	30%	30%	32%	15%	20%	24%	28%	26%	26%	25%	25%	22%	33%	22%	27%	30%	29%	13%
		SIG			E		E										B				B	
		COUNT	258	31	30	22	117	40	17	118	141	70	108	81	90	75	56	69	111	79	229	30

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Table 9

2. Thinking about the 2010 Olympic Games, how important is it, to you personally, for Canada to finish among the top three of 84 countries in terms of number of medals won?

			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)
Finish among the top three of 84 countries in terms of number of medals won	All Respondents	BASE	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Very important	COL %	32%	30%	21%	34%	33%	33%	43%	34%	31%	39%	29%	30%	34%	33%	30%	32%	37%	25%	31%	35%
		SIG							B			B							C			
		COUNT	324	33	21	24	120	89	37	166	158	107	120	96	124	111	49	102	157	65	245	79
	Somewhat important	COL %	41%	39%	45%	41%	36%	46%	40%	40%	41%	37%	42%	41%	43%	40%	36%	47%	36%	41%	39%	45%
		SIG																B				
		COUNT	406	44	45	29	134	121	34	196	210	101	175	130	158	136	60	149	149	108	306	100
	Not very important	COL %	15%	15%	19%	13%	17%	13%	11%	14%	16%	15%	15%	15%	12%	17%	16%	14%	13%	19%	16%	13%
		SIG																				
		COUNT	150	16	19	9	62	34	9	71	79	40	61	49	45	57	27	46	55	49	122	29
	Not at all important	COL %	12%	17%	15%	13%	14%	8%	6%	12%	12%	9%	14%	13%	11%	10%	18%	7%	14%	16%	14%	7%
		SIG															B		A	A	B	
		COUNT	122	19	15	9	53	21	6	60	62	25	56	41	40	34	30	22	58	42	105	17
	Top2box	COL %	73%	69%	66%	74%	69%	79%	83%	73%	72%	76%	72%	72%	77%	73%	66%	79%	73%	65%	71%	80%
		SIG													C			C				A
		COUNT	731	77	66	53	254	209	71	363	368	209	295	227	282	248	109	252	306	173	551	179
	Low2box	COL %	27%	31%	34%	26%	31%	21%	17%	27%	28%	24%	28%	28%	23%	27%	34%	21%	27%	35%	29%	20%
		SIG															A			A	B	
		COUNT	272	35	34	18	115	55	15	131	142	65	117	90	85	91	57	68	113	91	227	45

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Table 10

2. Thinking about the 2010 Olympic Games, how important is it, to you personally, for Canada to show the world that we are a force to be reckoned with when it comes to Winter Sports?

			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)
Show the world that we are a force to be reckoned with when it comes to Winter Sports	All Respondents	BASE	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Very important	COL %	39%	38%	24%	43%	39%	42%	49%	40%	39%	43%	37%	40%	42%	41%	32%	43%	42%	30%	38%	44%
		SIG						B	B									C	C			
		COUNT	395	43	24	31	144	112	42	197	199	119	150	126	153	139	53	139	177	80	296	100
	Somewhat important	COL %	36%	28%	44%	36%	35%	36%	35%	36%	35%	34%	38%	34%	35%	35%	39%	37%	32%	40%	35%	37%
		SIG																				
		COUNT	356	32	44	26	128	97	30	180	176	92	157	107	127	117	65	118	133	106	273	83
	Not very important	COL %	13%	14%	18%	9%	12%	13%	9%	12%	14%	14%	13%	12%	13%	14%	11%	11%	12%	15%	13%	11%
		SIG																				
		COUNT	128	16	18	6	45	35	8	58	69	38	52	38	47	48	19	36	51	41	104	24
	Not at all important	COL %	12%	19%	15%	12%	14%	8%	7%	12%	13%	9%	13%	15%	11%	10%	18%	8%	14%	14%	14%	8%
		SIG		E															A		B	
		COUNT	123	22	15	8	51	22	6	58	65	25	52	46	40	35	30	27	59	38	106	18
	Top2box	COL %	75%	67%	68%	79%	74%	79%	84%	76%	74%	77%	75%	74%	76%	76%	71%	80%	74%	70%	73%	81%
		SIG																C				A
		COUNT	752	75	67	56	273	208	72	377	375	211	308	233	280	256	118	257	309	185	569	183
	Low2box	COL %	25%	33%	32%	21%	26%	21%	16%	24%	26%	23%	25%	26%	24%	24%	29%	20%	26%	30%	27%	19%
		SIG																		A	B	
		COUNT	251	38	32	15	97	56	13	117	134	63	104	84	87	83	49	63	110	79	210	42

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Table 11

3. If Canada were to finish among the top three countries in terms of the number of medals won, what impact would this have on …Canadian pride?

			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)
Canadian pride	All Respondents	BASE	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Very positive impact	COL %	63%	64%	55%	58%	66%	62%	69%	63%	64%	64%	63%	64%	66%	66%	61%	64%	64%	61%	64%	62%
		SIG																				
		COUNT	637	72	55	41	245	165	59	310	327	176	258	203	241	223	101	205	270	162	498	139
	Somewhat positive impact	COL %	28%	28%	32%	40%	24%	28%	28%	29%	27%	27%	27%	29%	24%	28%	30%	27%	28%	29%	28%	27%
		SIG																				
		COUNT	280	31	32	28	90	74	24	142	138	75	112	93	89	95	49	87	117	76	219	61
	Somewhat negative impact	COL %	1%	0%	2%	2%	1%	2%	0%	2%	1%	3%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%
		SIG																				
		COUNT	14	0	2	2	5	5	0	10	4	7	4	2	9	2	3	3	6	5	9	5
	Very negative impact	COL %	1%	2%	0%	0%	1%	1%	0%	0%	1%	0%	2%	0%	1%	0%	1%	2%	0%	1%	1%	1%
		SIG									A											
		COUNT	8	2	0	0	4	2	0	1	7	0	7	1	4	0	2	5	1	2	6	2
	No impact	COL %	6%	7%	11%	0%	7%	7%	3%	6%	6%	6%	8%	6%	7%	6%	7%	6%	6%	7%	6%	8%
		SIG			C																	
		COUNT	65	7	11	0	25	18	3	32	33	16	31	18	24	19	11	20	26	19	47	17
	Top2box	COL %	91%	92%	87%	98%	91%	90%	97%	91%	91%	91%	90%	93%	90%	94%	90%	91%	92%	90%	92%	89%
		SIG																				
		COUNT	917	103	86	69	335	239	83	451	465	251	370	296	329	318	150	292	387	238	717	200
	Low2box	COL %	2%	2%	2%	2%	2%	3%	0%	2%	2%	3%	3%	1%	4%	1%	3%	2%	2%	3%	2%	3%
		SIG													B							
		COUNT	22	2	2	2	9	7	0	10	11	7	11	3	13	2	5	8	7	7	14	7

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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 12

3. If Canada were to finish among the top three countries in terms of the number of medals won, what impact would this have on …Canadian unity (i.e. bringing Canadians together)?

			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)
Canadian unity (i.e. bringing Canadians together)	All Respondents	BASE	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Very positive impact	COL %	34%	32%	26%	31%	42%	21%	50%	33%	34%	40%	31%	31%	36%	34%	36%	35%	34%	32%	37%	20%
		SIG					E		B E			B									B	
		COUNT	337	36	26	22	154	56	43	165	172	110	128	99	134	114	60	111	142	84	292	46
	Somewhat positive impact	COL %	45%	44%	50%	47%	42%	50%	35%	46%	44%	42%	46%	46%	41%	47%	40%	45%	45%	45%	43%	51%
		SIG																				A
		COUNT	450	50	50	33	154	133	30	226	225	114	190	146	150	161	66	144	187	119	335	115
	Somewhat negative impact	COL %	3%	2%	4%	3%	1%	7%	0%	2%	3%	4%	2%	4%	4%	3%	0%	4%	3%	1%	2%	7%
		SIG						D														A
		COUNT	30	2	4	2	3	19	0	12	17	10	8	12	15	9	1	13	14	3	14	15
	Very negative impact	COL %	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%
		SIG																				
		COUNT	7	1	1	0	1	3	1	5	2	3	4	0	5	1	1	3	1	3	4	3
	No impact	COL %	18%	21%	19%	19%	15%	20%	14%	17%	18%	13%	20%	19%	17%	16%	23%	15%	18%	21%	17%	20%
		SIG																				
		COUNT	178	24	19	13	57	54	12	86	93	36	82	60	63	54	38	48	75	55	133	45
	Top2box	COL %	79%	77%	76%	78%	84%	71%	85%	79%	78%	82%	77%	77%	77%	81%	76%	80%	79%	77%	81%	72%
		SIG					E														B	
		COUNT	788	86	76	55	309	189	73	391	397	224	318	245	284	275	126	256	330	203	627	161
	Low2box	COL %	4%	2%	5%	3%	1%	8%	1%	3%	4%	5%	3%	4%	5%	3%	1%	5%	3%	2%	2%	8%
		SIG						D														A
		COUNT	37	3	5	2	4	22	1	17	20	13	12	12	20	10	2	16	14	6	18	19

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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 13

3. If Canada were to finish among the top three countries in terms of the number of medals won, what impact would this have on …Motivating more Canadians to participate in Winter Sport programs and clubs?

			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)
Motivating more Canadians to participate in Winter Sport programs and clubs	All Respondents	BASE	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Very positive impact	COL %	36%	31%	34%	27%	33%	44%	45%	34%	38%	36%	34%	40%	38%	38%	35%	38%	37%	33%	34%	44%
		SIG																				A
		COUNT	364	35	34	19	122	115	39	169	195	99	139	127	139	128	58	121	155	88	264	100
	Somewhat positive impact	COL %	48%	54%	48%	66%	47%	42%	43%	50%	45%	52%	46%	46%	46%	46%	49%	47%	46%	51%	50%	41%
		SIG				E															B	
		COUNT	478	60	48	47	175	110	37	248	229	143	189	145	170	157	82	151	192	135	386	91
	Somewhat negative impact	COL %	3%	1%	3%	3%	3%	3%	0%	3%	2%	3%	3%	2%	4%	2%	2%	2%	3%	2%	2%	3%
		SIG																				
		COUNT	26	1	3	2	10	9	0	14	12	7	11	8	16	6	4	7	13	6	18	8
	Very negative impact	COL %	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	2%
		SIG																				A
		COUNT	5	1	0	0	0	4	0	1	4	1	2	1	2	1	0	4	1	0	1	4
	No impact	COL %	13%	13%	15%	4%	17%	10%	11%	12%	14%	9%	17%	11%	11%	14%	13%	12%	14%	14%	14%	10%
		SIG											A									
		COUNT	131	15	15	3	62	26	10	61	70	24	70	36	39	47	22	37	57	36	109	22
	Top2box	COL %	84%	84%	82%	93%	80%	85%	89%	85%	83%	88%	80%	86%	84%	84%	84%	85%	83%	84%	84%	85%
		SIG										B										
		COUNT	842	95	82	66	297	226	76	418	424	242	328	272	309	285	140	272	347	223	650	191
	Low2box	COL %	3%	2%	3%	3%	3%	5%	0%	3%	3%	3%	3%	3%	5%	2%	2%	3%	3%	2%	2%	5%
		SIG																				A
		COUNT	31	3	3	2	10	13	0	15	15	8	14	9	18	8	4	11	15	6	19	11

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Table 14

3. If Canada were to finish among the top three countries in terms of the number of medals won, what impact would this have on …Motivating more Canadians to get physically active in general?

			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)
Motivating more Canadians to get physically active in general	All Respondents	BASE	1,003	112	100	71	369	265	86	494	509	274	412	317	367	339	167	320	419	264	778	225
		UNWT	1,003	118	111	77	362	258	77	518	485	287	382	334	323	360	188	192	452	359	786	217
	Very positive impact	COL %	27%	20%	23%	19%	28%	32%	32%	28%	27%	33%	21%	30%	31%	27%	29%	28%	26%	28%	25%	37%
		SIG										B		B								A
		COUNT	274	22	23	13	104	85	27	138	136	90	87	96	114	91	49	91	109	74	191	82
	Somewhat positive impact	COL %	50%	55%	51%	65%	44%	50%	56%	51%	49%	45%	53%	50%	49%	52%	46%	51%	50%	49%	51%	48%
		SIG				D																
		COUNT	502	61	51	46	162	133	48	254	248	123	220	159	181	175	76	164	208	130	393	108
	Somewhat negative impact	COL %	2%	0%	5%	0%	3%	4%	0%	3%	2%	3%	2%	2%	3%	3%	1%	4%	2%	2%	2%	3%
		SIG																				
		COUNT	24	0	5	0	9	10	0	14	10	9	9	6	10	9	1	12	8	4	17	7
	Very negative impact	COL %	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	2%
		SIG																				
		COUNT	4	0	0	0	0	4	0	2	2	0	2	1	3	1	0	4	0	0	0	4
	No impact	COL %	20%	26%	21%	16%	26%	12%	13%	18%	22%	19%	23%	17%	16%	19%	24%	16%	22%	21%	23%	10%
		SIG		E			E														B	
		COUNT	199	29	21	11	94	32	11	87	112	51	93	55	59	63	40	50	93	56	177	22
	Top2box	COL %	77%	74%	74%	84%	72%	82%	87%	79%	75%	78%	75%	80%	80%	78%	75%	80%	76%	77%	75%	85%
		SIG						D	D													A
		COUNT	776	84	74	59	266	218	75	391	385	213	308	255	295	265	125	255	318	203	585	191
	Low2box	COL %	3%	0%	5%	0%	3%	6%	0%	3%	2%	4%	3%	2%	3%	3%	1%	5%	2%	2%	2%	5%
		SIG																				A
		COUNT	29	0	5	0	9	15	0	16	13	10	11	7	13	11	1	15	9	4	17	12

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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.