

**CANADIAN PRESS / LEGER MARKETING**

**Canadians and  
the Olympic Games**

**Report**



## 1.0 Research Findings

- According to Canadians, three Olympic athletes out of ten use banned substances to increase their performance.

Question: *In your opinion, what percentage of Olympic athletes use banned substances to increase their performance during the Olympic Games?*

n=1519	0	1-5%	6-10%	11-20%	21-30%	31-40%	41-50%	More than 50%	Don't know/Refusal
Canada	1.4%	13.0%	12.4%	10.1%	11.4%	5.0%	9.1%	13.0%	24.5%

Average Percentage: 30.4%

- Canadians believe that more than half of Canadian athletes use just as many or more banned substances to improve their performance compared to other athletes.

Question: *Do you think that Canadian Olympic athletes use MORE, JUST AS MANY or LESS banned substances to improve their performance compared to athletes of other countries?*

n=1519	More	Just as many	Less
Canada	3.8%	46.7%	49.4%

Note: These results exclude those who did not know and those who did not answer.

- Two-thirds of Canadians are satisfied with the measures taken to control the use of drugs during the Olympic Games?

Question: *Are you VERY, SOMEWHAT, A LITTLE or NOT AT ALL SATISFIED with the measures taken to control the use of drugs during the Olympic Games?*

n=1519	Very satisfied	Somewhat satisfied	A little satisfied	Not at all satisfied	Don't know/Refusal
Canada	23.6%	41.9%	10.5%	11.3%	12.7%

- The Canadian Government should increase the funding of Canadian Olympic programs.

Question: *Do you think that the Government of Canada should INCREASE, MAINTAIN or DECREASE the funding of Canadian Olympic programs?*

n=1519	Increase	Maintain	Decrease	Don't know/Refusal
Canada	54.9%	35.9%	4.7%	4.4%

- More than eight Canadians out of ten will be watching the Salt Lake City Winter Olympic Games.

Question: *The Winter Olympic Games will be starting on February 8, 2002. Will you be watching the coverage of these games VERY REGULARLY, SOMEWHAT REGULARLY, NOT VERY OFTEN or NOT AT ALL?*

n=1519	Very regularly	Somewhat regularly	Not very often	Not at all	Don't know/Refusal
Canada	18.2%	39.8%	26.2%	15.5%	0.4%

- Men will be watching ice hockey and women will be watching figure skating.

Question: *What winter sports do you like following the best during the Olympic Games?*

n=1519	Ice hockey	Figure skating	Other	None in particular	Don't know/Refusal
Men	46.0%	6.7%	35.3%	9.1%	2.9%
Women	9.4%	39.5%	37.6%	11.0%	2.5%
Canada	27.1%	23.6%	36.4%	10.1%	2.8%

- A significant majority of Canadians are proud of the Olympic performances of Canadian athletes.

Question: *As a Canadian, are the Olympic performances of our athletes a source of pride?*

n=1519	YES, source of pride	NO	Don't know/Refusal
Canada	86.7%	10.1%	3.2%

## 2.0 Results

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### 2.1 According to Canadians, Three Olympic Athletes out of Ten Use Banned Substances to Increase their Performance

According to Canadians, 30.4% of Olympic athletes use banned substances to increase their performance during the Olympic Games.

In fact, 74.1% of Canadians believe that athletes use these substances in varying degrees ranging from 1 to 50% of use. Only 1.4% feel that athletes do not use any banned substances while 24% could not give an opinion in this matter.

Quebeckers are the most severe in this regard evaluating the rate of illegal participants at 36.5%. According to professionals, this rate stands at 35.2%, at 34.0% according to students and at 34.9% according to University-educated Canadians.

The lowest rate mentioned was found in the Prairies (24.6%) and the Atlantic provinces (24.8%).

Question: *In your opinion, what percentage of Olympic athletes use banned substances to increase their performance during the Olympic Games?*

n=1519	Average Percentage
Atlantic provinces	24.8%
Quebec	36.5%
Ontario	29.8%
Prairies	24.6%
Alberta	30.4%
British Columbia	26.4%
Canada	30.4%

## 2.2 According to Canadians, Close to Half of Canadian Olympic Athletes Use Just as Many or More Banned Substances Than Other Athletes

Among the 88.4% of Canadians who shared their view about the use of banned, performance-improving substances by Canadian athletes, 3.4% said they thought our athletes use more than others while 41.3% said they take as many and 43.7% mentioned that they probably take less than other athletes.

55.4% of those 18-24 years old, 51.4% of students and 45.9% of Albertans are more likely to think that our athletes use as many banned substances as athletes from other countries while 51.4% of those 45-54 years old, 57.1% of residents of the Atlantic provinces and 46.6% of men believe that they take less.

Question: *Do you think that Canadian Olympic athletes use MORE, JUST AS MANY or LESS banned substances to improve their performance compared to athletes of other countries?*

n=1519	More	Just as many	Less	Don't know/ Refusal
Atlantic provinces	1.5%	35.8%	57.1%	5.6%
Quebec	4.5%	45.1%	42.9%	7.4%
Ontario	3.0%	40.9%	42.3%	13.9%
Prairies	3.0%	35.8%	49.0%	12.2%
Alberta	3.2%	45.9%	41.2%	9.6%
British Columbia	4.0%	38.4%	39.7%	18.0%
Canada	3.4%	41.3%	43.7%	11.6%

### 2.3 Two-Thirds of Canadians are Satisfied with the Measures Taken during the Olympics to Control Banned Substances

65.5% of Canadians mentioned being satisfied with the measures taken during the Olympic Games to control banned substances while 21.8% hold the opposite view.

69.2% of Anglophones, 75.0% of those from the Atlantic provinces, 72.8% of office workers, 70.4% of Canadians in the labour force and 70.7% of those with a college education are more likely to be satisfied. Conversely, 29.4% of those 65 years old and more, 30.3% of persons whose mother tongue is neither French nor English and 29.4% of retirees are more likely to be dissatisfied with the anti-doping measures.

Question: *Are you VERY, SOMEWHAT, A LITTLE or NOT AT ALL SATISFIED with the measures taken to control the use of drugs during the Olympic Games?*

n=1519	Very satisfied	Somewhat satisfied	A little satisfied	Not at all satisfied	Don't know/Refusal
Atlantic provinces	28.6%	46.4%	3.7%	10.3%	10.9%
Quebec	11.6%	50.6%	18.2%	8.3%	11.3%
Ontario	26.5%	39.1%	8.2%	13.9%	12.3%
Prairies	24.5%	46.8%	9.2%	6.9%	12.6%
Alberta	25.8%	35.3%	8.9%	15.2%	14.9%
British Columbia	32.7%	33.5%	8.6%	9.3%	15.9%
Canada	23.6%	41.9%	10.5%	11.3%	12.7%

## 2.4 The Canadian Government Should Increase the Funding to Canadian Olympic Programs

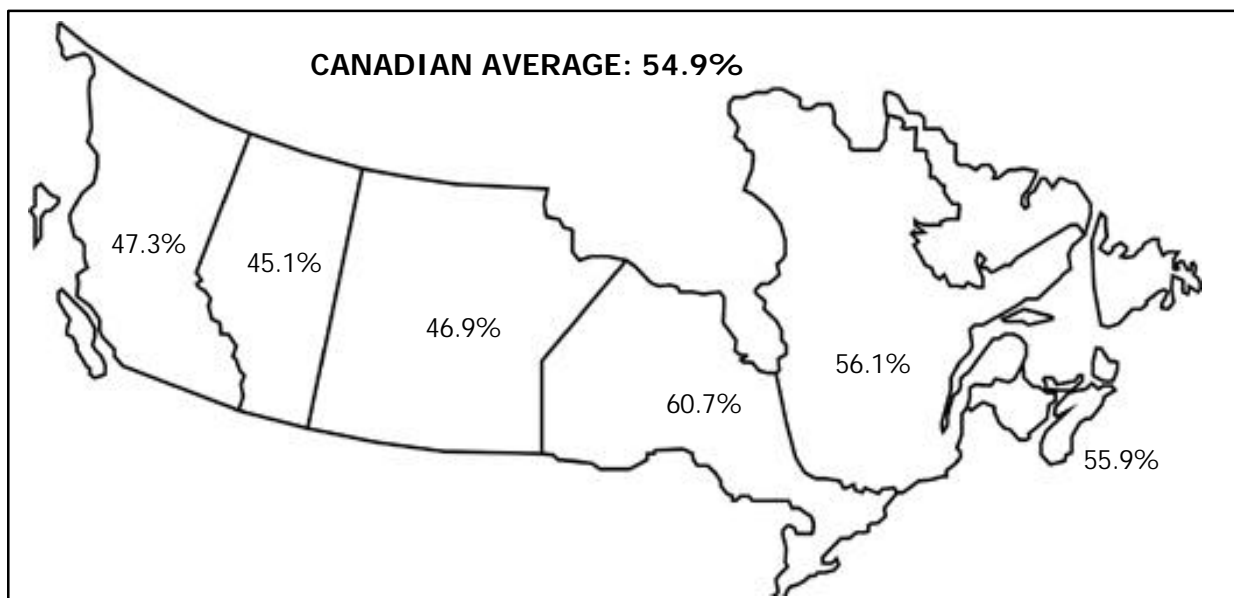
54.9% of Canadians believe that the Government of Canada should increase the funding directed toward Canadian Olympic programs while 35.9% would like the current funding to be maintained and 4.7% would like it to be decreased.

58.8% of men, 60.7% of Ontarians, 60.6% of manual workers and 57.1% of those in the labour force are more likely to favour an increase in funding while 39.6% of women, 43.4% of those 18-24 years old, 43.2% of students and 44.6% of Prairie residents would like the current funding to be maintained.

Question: *Do you think that the Government of Canada should INCREASE, MAINTAIN or DECREASE the funding of Canadian Olympic programs?*

n=1519	Increase	Maintain	Decrease	Don't know/ Refusal
Men	58.8%	31.9%	5.9%	3.5%
Women	51.3%	39.6%	3.7%	5.7%
Atlantic provinces	55.9%	33.5%	6.2%	4.4%
Quebec	56.1%	37.3%	4.8%	1.8%
Ontario	60.7%	29.9%	4.0%	5.4%
Prairies	46.9%	44.6%	6.1%	2.4%
Alberta	45.1%	43.3%	6.4%	5.3%
British Columbia	47.3%	41.4%	4.0%	7.3%
Canada	54.9%	35.9%	4.7%	4.4%

### Percentage of Canadians who believe that the Government of Canada should increase funding to Canadian Olympic programs



## 2.5 More than Eight Canadians out of Ten Will be Watching the Salt Lake City Winter Olympic Games

84.2% of Canadians will be watching the Salt Lake City Winter Olympic Games with varying degrees of regularity. 18.2% will be watching them very regularly, 39.8% somewhat regularly and 26.2% not very often while 15.5% will not be watching them at all.

61.5% of men, 69.1% of those 55-64 years old, 62.1% of Anglophones, 68.3% of Prairie residents and 64.8% of University-educated Canadians will regularly watch the Salt Lake City Games.

Conversely, 19.8% of those 18-24 years old, 20.9% of Francophones, 20.9% of Quebeckers, 24.0% of Canadians in the lower income brackets and 19.4% of people who are homemakers will not be watching the Olympic Games.

Question: *The Winter Olympics in Salt Lake City will be starting on February 8, 2002. Will you be watching the coverage of these games VERY REGULARLY, SOMEWHAT REGULARLY, NOT VERY OFTEN or NOT AT ALL?*

n=1519	Very regularly	Somewhat regularly	Not very often	Not at all	Don't know/ Refusal
Atlantic provinces	14.3%	40.1%	26.7%	18.9%	0.0%
Quebec	12.6%	34.3%	32.0%	20.9%	0.2%
Ontario	22.2%	40.3%	23.6%	13.5%	0.5%
Prairies	19.6%	48.7%	23.3%	7.6%	0.8%
Alberta	16.8%	43.8%	24.5%	14.9%	0.0%
British Columbia	19.7%	40.4%	25.3%	13.9%	0.7%
Canada	18.2%	39.8%	26.2%	15.5%	0.4%

## 2.6 Men Will be Watching Ice hockey and Women Will be Watching Figure Skating

Ice hockey (27.1%) and figure skating (23.6%) are the two winter Olympic sports most watched by Canadians. With 14.6%, downhill skiing ranks third in terms of preference among all the sports of the Winter Olympic Games. The fourth sport, namely bobsleigh, ranks far behind with 4.2%.

46.0% of men are more likely to watch ice hockey while 39.5% of women find figure skating more appealing.

Question: *What winter sport do you like following the best during the Olympic Games?*

n=1519	Men	Women	Total
Ice hockey	46.0%	9.4%	27.1%
Figure skating	6.7%	39.5%	23.6%
Downhill skiing	12.7%	16.5%	14.6%
Bobsleigh	5.3%	3.2%	4.2%
Freestyle skiing	2.9%	3.8%	3.4%
Ski jumping	3.2%	2.6%	2.9%
Curling	2.4%	3.2%	2.8%
Luge	2.2%	2.3%	2.3%
Snowboarding	2.9%	1.7%	2.3%
Cross-country skiing	0.4%	0.7%	0.6%
Long track speed skating	0.7%	0.6%	0.6%
Short track speed skating	0.5%	0.6%	0.5%
Biathlon	0.8%	0.1%	0.4%
Skeleton	0.0%	0.1%	0.1%
Nordic combined	0.0%	0.0%	0.0%
Other	1.4%	2.0%	1.7%
None in particular	9.1%	11.0%	10.1%
Don't know / Refusal	2.9%	2.8%	2.8%

Regardless of their favourite Winter Olympic sport, 85.6% of Canadians enjoy watching male performances just as much as female performances while 7.3% prefer watching male athletes and 2.5% female athletes.

11.9% of men prefer watching male athletes while 89.9% of women enjoy watching both male and female performances to the same degree.

Question: *Do you prefer watching the Olympic performances of FEMALE or MALE athletes or both equally?*

n=1519	Female athletes	Male athletes	Both equally	Don't know/ Refusal
Men	2.3%	11.9%	81.0%	4.8%
Women	2.6%	3.0%	89.9%	4.4%
Canada	2.5%	7.3%	85.6%	4.6%

## 2.7 A Significant Majority of Canadians are Proud of the Olympic Performances of their Athletes

A significant majority of Canadians are proud of the Olympic performances of their athletes.

86.7% of Canadians say that the Olympic performances of our athletes are a source of pride while 10.1% hold the opposite view.

89.8% of women, 89.6% of those 35-44 years old, 95.3% of Canadians living in the Atlantic provinces and 91.3% of office workers are more likely to feel proud of the performances of their athletes.

Question: *As a Canadian, are the Olympic performances of our athletes a source of pride?*

n=1519	YES, a source of pride	NO	Don't know/Refusal
Atlantic provinces	95.3%	2.8%	1.9%
Quebec	87.2%	10.8%	2.0%
Ontario	84.5%	11.9%	3.6%
Prairies	90.4%	8.1%	1.5%
Alberta	87.2%	9.6%	3.2%
British Columbia	84.8%	9.3%	6.0%
Canada	86.7%	10.1%	3.2%

### 3.0 Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1519 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between January 8 and January 13, 2002. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1519 respondents is of  $\pm 2.6\%$ , 19 times out of 20.