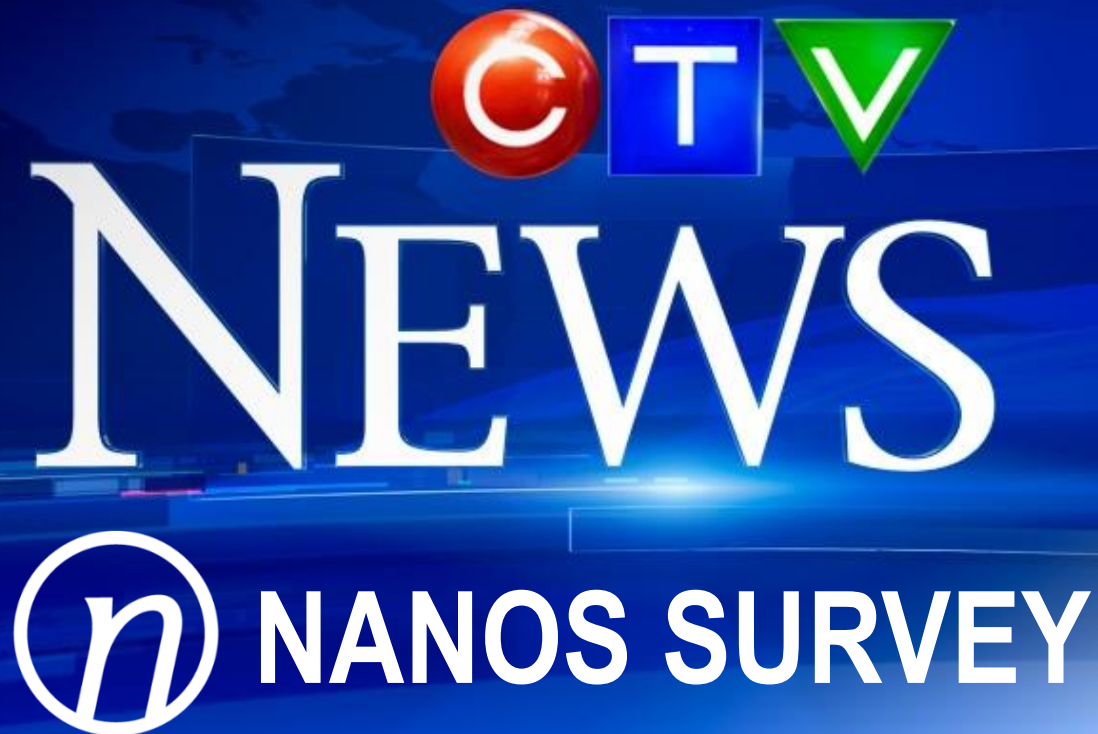


Opinions on Rio and the Olympic games

National survey released August, 2016

Project 2016-884





Majority of Canadians are concerned or somewhat concerned about the health and safety issues surrounding Rio Games; majority also question whether games are clean of cheaters

Overall, Canadians feel that Olympic funding is the right amount and support or somewhat support allowing cities that have previously hosted the Olympics to bid for future games. A large majority feel that there should be equal funding priority for both winter and summer Olympic games, but do not feel that enough is being done to keep the games clean from cheaters. Many are concerned that the health and safety issues surrounding the Rio Games pose a risk to athletes.

- **Canadians feel that athletes currently receive the right amount of funding from the government**– One third of Canadians (33%) feel that athletes currently receive the right amount of funding from the government, while a little over three in ten Canadians (32%) feel that there is not enough funding. Ten percent of Canadians feel that athletes receive too much funding and one in four Canadians (25%) are unsure.
- **Majority of Canadians feel that summer and winter Olympics should be equal priorities for funding**– Eight out of ten Canadians (81%) feel that both summer and winter Olympics should have equal priority for funding. Seven percent feel that the winter Olympics should have higher priority, one percent feel that summer Olympics should have higher priority and eleven percent were unsure.
- **Close to six in ten Canadians are not confident or somewhat not confident that enough is being done to keep the games clean from cheaters**– Almost six in ten Canadians are either not confident (37%) or somewhat not confident (22%) that the Olympic officials are doing enough to keep the games clean from cheaters. More than one in three Canadians are either confident (six percent) or somewhat confident (30%) that enough is being done and five percent are unsure.
- **Over half of Canadians support or somewhat support allowing cities that have previously hosted the Olympics to be allowed to bid for future games** – Over one in two Canadians either support (22%) or somewhat support (31%) allowing cities that have previously hosted Olympic games to be allowed to bid for future games. Almost two in five Canadians oppose (20%) or somewhat oppose (19%) this and nine percent are unsure.
- **Majority of Canadians concerned that health and safety issues surrounding the Rio Games pose a risk to athletes**– Close to eight in ten Canadians are either concerned (45%) or somewhat concerned (34%) that the health and safety issues surrounding the Rio Games such as polluted water and the Zika virus pose a risk to athletes. Near two in ten Canadians are not concerned (ten percent) or somewhat not concerned (nine percent) and one percent are unsure.

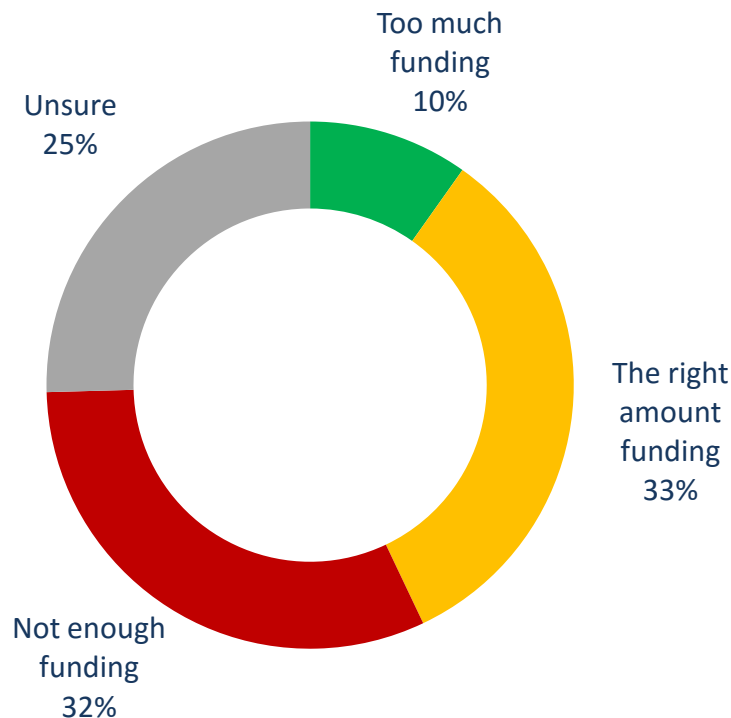
These observations are based on a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 28th and August 1st, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20. This study was commissioned by CTV News.



NANOS SURVEY

Government funding for Olympic athletes

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st, 2016, n=1000, accurate 3.1percentage points plus or minus, 19 times out of 20.



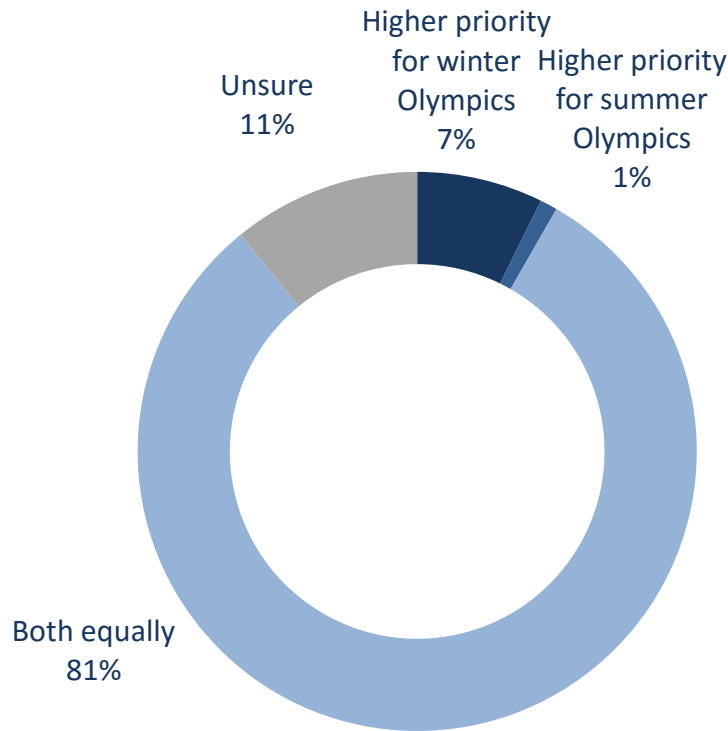
***Note:** Charts may not add up to 100 due to rounding

Subgroups	The right amount of funding
Atlantic (n=100)	26.1%
Quebec (n=250)	34.7%
Ontario (n=300)	33.9%
Prairies (n=200)	28.8%
British Columbia (n=150)	39.3%
Male (n=500)	35.5%
Female (n=500)	30.7%
18 to 29 (n=175)	37.5%
30 to 39 (n=175)	28.8%
40 to 49 (n=193)	33.1%
50 to 59 (n=225)	31.3%
60 plus (n=232)	33.9%

QUESTION – Do you think Olympic athletes receive too much, the right amount, or not enough funding from the Government of Canada to support their preparation for the Olympic games?

Funding for summer athletes vs. winter athletes

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st, 2016, n=1000, accurate 3.1percentage points plus or minus, 19 times out of 20.



***Note:** Charts may not add up to 100 due to rounding

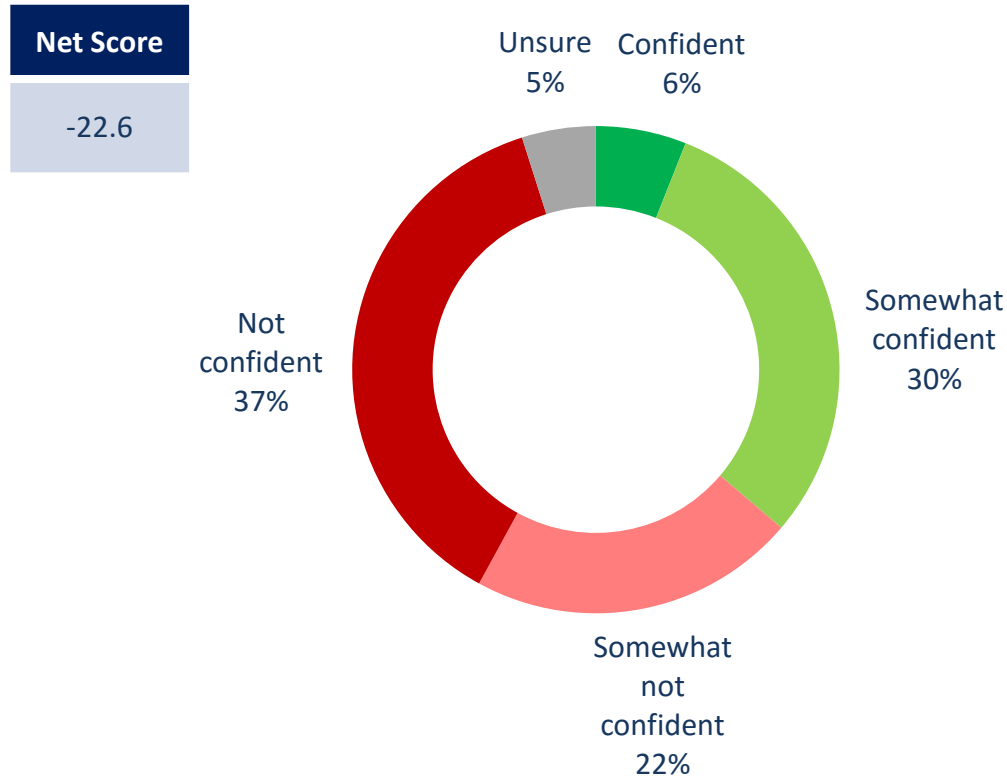
Subgroups	Both equally
Atlantic (n=100)	80.6%
Quebec (n=250)	85.9%
Ontario (n=300)	79.1%
Prairies (n=200)	75.6%
British Columbia (n=150)	82.8%
Male (n=500)	77.8%
Female (n=500)	83.8%
18 to 29 (n=175)	77.3%
30 to 39 (n=175)	85.0%
40 to 49 (n=193)	81.6%
50 to 59 (n=225)	87.7%
60 plus (n=232)	74.9%

QUESTION – Should the Government of Canada place a higher priority on funding athletes for the summer games, the winter games or both equally?



Confidence in Olympic officials barring cheaters

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st, 2016, n=1000, accurate 3.1percentage points plus or minus, 19 times out of 20.



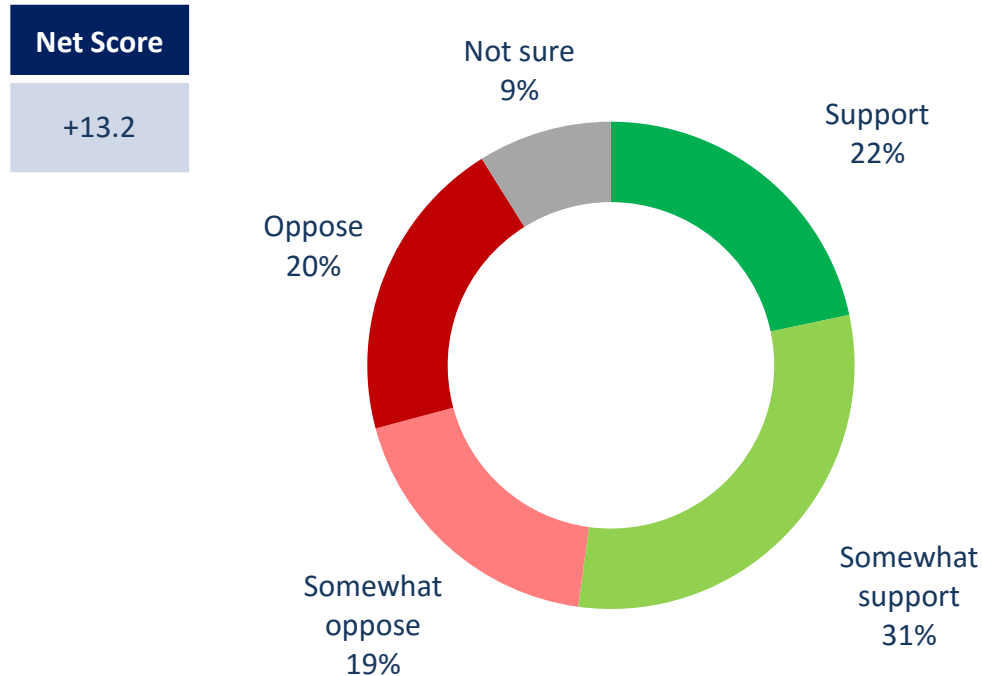
Subgroups	Confident/ Somewhat confident
Atlantic (n=100)	39.3%
Quebec (n=250)	42.5%
Ontario (n=300)	28.1%
Prairies (n=200)	40.9%
British Columbia (n=150)	33.8%
Male (n=500)	37.3%
Female (n=500)	35.2%
18 to 29 (n=175)	45.5%
30 to 39 (n=175)	41.3%
40 to 49 (n=193)	29.7%
50 to 59 (n=225)	28.9%
60 plus (n=232)	36.0%

*Note: Charts may not add up to 100 due to rounding

QUESTION – Are you confident, somewhat confident, somewhat not confident or not confident that Olympic officials are doing enough to keep the games clean from cheaters?

Restricting Olympic bidding to previous host cities

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st, 2016, n=1000, accurate 3.1percentage points plus or minus, 19 times out of 20.



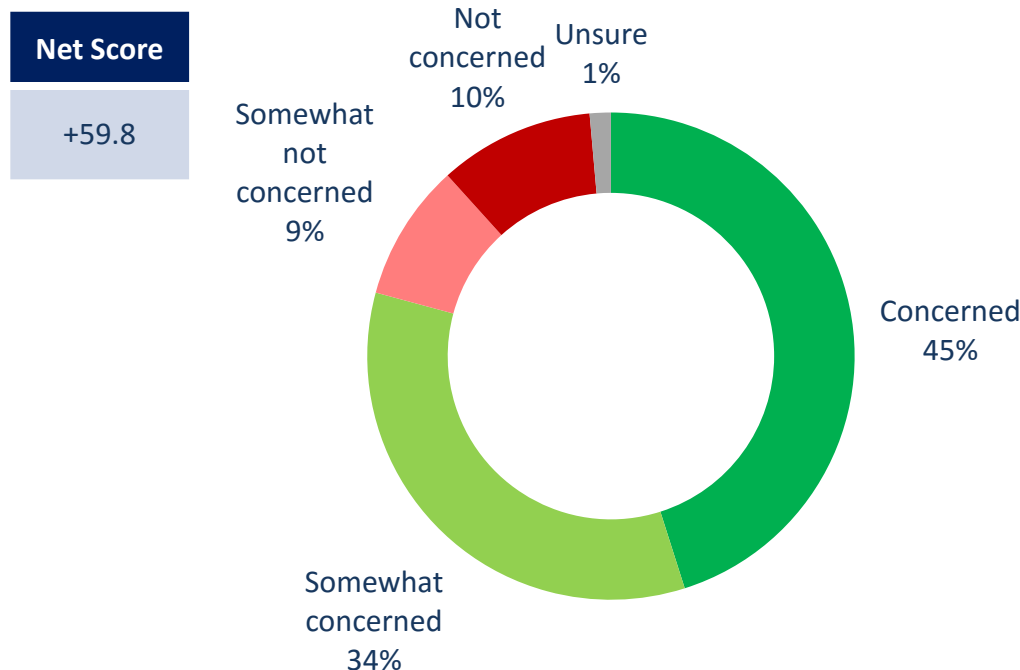
***Note: Charts may not add up to 100 due to rounding**

Subgroups	Support/ Somewhat support
Atlantic (n=100)	55.7%
Quebec (n=250)	51.3%
Ontario (n=300)	50.4%
Prairies (n=200)	52.6%
British Columbia (n=150)	54.5%
Male (n=500)	52.7%
Female (n=500)	51.7%
18 to 29 (n=175)	53.1%
30 to 39 (n=175)	50.2%
40 to 49 (n=193)	50.3%
50 to 59 (n=225)	53.3%
60 plus (n=232)	53.6%

QUESTION – Given the costs involved in hosting the Olympics, would you support, somewhat support, somewhat oppose or oppose only allowing those cities that have previously hosted the games to be allowed to bid for future Olympic games?

Risky health and safety issues for Rio athletes

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	86.9%
Quebec (n=250)	69.6%
Ontario (n=300)	84.5%
Prairies (n=200)	80.2%
British Columbia (n=150)	78.3%
Male (n=500)	75.1%
Female (n=500)	83.4%
18 to 29 (n=175)	78.9%
30 to 39 (n=175)	80.9%
40 to 49 (n=193)	72.1%
50 to 59 (n=225)	84.9%
60 plus (n=232)	80.4%

QUESTION – Are you concerned, somewhat concerned, somewhat not concerned or not concerned that the health and safety issues surrounding the Rio Games such as polluted water and the Zika virus pose a risk to athletes?

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 28th and August 1st, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	17 percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern in Canada.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	July 28 th and August 1 st , 2016.		
Language of Survey	The survey was conducted in both English and French.		



NANOS SURVEY

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



View our brochure

Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com



Tabulations





2016-884 – CTV – July STAT SHEET

			Region					Gender			Age				
			Canada 2016-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you think Olympic athletes receive too much, the right amount, or not enough funding from the Government of Canada to support their preparation for the Olympic games?	Total	Unwgt N	1000	100	250	300	200	150	500	500	175	175	193	225	232
		Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
	Too much funding	%	9.8	6.4	10.5	10.3	10.6	9.1	9.2	10.5	10.5	7.8	8.8	9.4	11.9
	The right amount funding	%	33.1	26.1	34.7	33.9	28.8	39.3	35.5	30.7	37.5	28.8	33.1	31.3	33.9
	Not enough funding	%	31.6	36.2	28.5	32.9	33.0	29.6	32.2	31.1	26.5	40.3	30.9	37.9	26.0
	Unsure	%	25.4	31.3	26.3	22.9	27.6	22.1	23.1	27.7	25.5	23.2	27.2	21.4	28.2

			Region					Gender			Age				
			Canada 2016-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Should the Government of Canada place a higher priority on funding athletes for the summer games, the winter games or both equally?	Total	Unwgt N	1000	100	250	300	200	150	500	500	175	175	193	225	232
		Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
	Higher priority for winter Olympics	%	7.3	7.4	7.3	8.4	5.1	8.3	8.8	5.9	10.6	5.8	5.8	4.1	9.4
	Higher priority for summer Olympics	%	1.0	.9	.5	1.3	.9	1.5	1.1	.9	.6	1.2	.4	1.0	1.7
	Both equally	%	80.8	80.6	85.9	79.1	75.6	82.8	77.8	83.8	77.3	85.0	81.6	87.7	74.9
	Unsure	%	10.9	11.2	6.2	11.3	18.5	7.4	12.3	9.5	11.6	7.9	12.2	7.2	13.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 28th to August 1st, 2016. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-884 – CTV – July STAT SHEET

			Region							Gender			Age				
			Canada 2016-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus		
Question - Are you confident, somewhat confident, somewhat not confident or not confident that Olympic officials are doing enough to keep the games clean from cheaters?	Total	Unwgt N	1000	100	250	300	200	150	500	500	175	175	193	225	232		
		Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239		
	Confident	%	6.0	6.3	5.0	4.7	6.8	9.2	6.5	5.5	9.6	5.2	5.3	5.0	5.0		
	Somewhat confident	%	30.2	33.0	37.5	23.4	34.1	24.6	30.8	29.7	35.9	36.1	24.4	23.9	31.0		
	Somewhat not confident	%	21.7	19.9	23.7	25.2	16.1	20.3	21.5	22.0	17.3	17.7	25.5	24.2	23.4		
	Not confident	%	37.1	35.8	26.9	44.2	37.3	40.6	36.9	37.4	30.5	36.3	41.6	43.9	34.5		
	Unsure	%	4.9	5.0	6.8	2.4	5.6	5.4	4.3	5.5	6.7	4.7	3.2	3.1	6.2		

			Region					Gender			Age				
			Canada 2016-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Given the costs involved in hosting the Olympics, would you support, somewhat support, somewhat oppose or oppose only allowing those cities that have previously hosted the games to be allowed to bid for future Olympic games?	Total	Unwgt N	1000	100	250	300	200	150	500	500	175	175	193	225	232
		Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
	Support	%	21.7	23.3	17.7	22.9	23.6	22.2	22.7	20.6	24.8	18.2	22.0	21.8	21.0
	Somewhat support	%	30.5	32.4	33.6	27.5	29.0	32.3	30.0	31.1	28.3	32.0	28.3	31.5	32.6
	Somewhat oppose	%	18.7	19.8	17.5	20.3	17.6	17.9	19.6	17.7	21.3	23.6	16.7	19.2	14.2
	Oppose	%	20.3	18.7	23.1	19.0	21.3	18.1	20.1	20.5	16.8	21.7	24.9	18.2	19.9
	Not sure	%	8.9	5.8	8.1	10.3	8.6	9.6	7.5	10.2	8.7	4.4	8.2	9.3	12.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 28th to August 1st, 2016. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-884 – CTV – July STAT SHEET

			Region					Gender			Age				
			Canada 2016-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Are you concerned, somewhat concerned, somewhat not concerned or not concerned that the health and safety issues surrounding the Rio Games such as polluted water and the Zika virus pose a risk to athletes?	Total	Unwgt N	1000	100	250	300	200	150	500	500	175	175	193	225	232
		Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
	Concerned	%	45.1	45.7	31.7	52.8	51.2	43.6	42.7	47.6	41.6	43.7	40.6	52.8	47.4
	Somewhat concerned	%	34.1	41.2	37.9	31.7	29.0	34.7	32.4	35.8	37.3	37.2	31.5	32.1	33.0
	Somewhat not concerned	%	9.1	7.6	14.5	6.5	8.1	7.8	10.8	7.4	9.4	10.2	11.2	7.9	7.2
	Not concerned	%	10.3	4.7	13.4	9.0	9.2	12.7	13.1	7.5	10.2	7.7	14.7	6.7	11.0
	Not sure	%	1.4	.9	2.4	.0	2.5	1.1	1.1	1.7	1.5	1.3	2.0	.5	1.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between July 28th to August 1st, 2016. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com