

2003 Pre- and Post-Event Surveys Canada Winter Games

In March 2003, Sport Canada included questions in the Decima teleVox survey to determine the awareness of Canadians of sport events hosted in Canada and partly funded by the Government of Canada. This random telephone survey of 2000 Canadians focused on public perceptions of sport-related activities, with specific reference to the Canada Winter Games in Bathurst-Campbellton, New Brunswick

When asked the question **“Can you name national and international events hosted by Canada in 2003?”**

Prior to the Canada Games,

- 2% of Canadians identified the 2003 Canada Winter Games, without prompting.
- New Brunswick residents (6%) had only slightly more awareness of the Games, while another eight percent of residents in the host province named the Canada Games (in general) as an upcoming sporting event.
- When specifically prompted, half of Canadians claimed to be very (10%) or somewhat aware (40%), of the Canada Winter Games.
- New Brunswickers had a stronger awareness level, with close to seven in ten very (18%) or somewhat (51%) aware of the upcoming Games.

After the Canada Games

- 3% of Canadians named the Canada Games.
- In New Brunswick, 15% named the Canada Games.
- Canadians were also specifically asked (prompted) about their awareness of the Canada Games in general. Just under half of Canadians claimed to be very (10%) or somewhat (36%) aware of the Games, which represents a marginal decline (down 4 points since 2002) since the 2003 event took place. Prompted awareness of the Canada Games was much higher in New Brunswick, with two thirds claiming to be very (23%) or somewhat (43%) aware.

Those who were somewhat or very aware of the Canada Winter Games were asked to identify the city in which the Games would take place (without being prompted with possible answers).

Prior to the Canada Games:

- Those who were somewhat or very aware of the Canada Winter Games were asked to identify the city in which the Games will take place (without being prompted with possible answers). Only 2% of Canadians in this group were able to name Bathurst-Campbellton as the host city, while a further 1% named New Brunswick generally as the location for the Games.
- In New Brunswick, 29% were able to name Bathurst-Campbellton as the host city, with a further 5% able to name New Brunswick in general as the location for the 2003 Canada Winter Games. This translates into just under one-quarter (23%) of all New Brunswickers naming Bathurst-Campbellton or New Brunswick generally as the host city.

After the Canada Games:

- The most common response given by Canadians familiar with the Canada Games was New Brunswick (13%), followed by Bathurst-Campbellton (10%).
- When these proportions are translated back to the full group of Canadians (regardless of their awareness of the Canada Games), 11% correctly identified either New Brunswick or Bathurst-Campbellton.

When asked the question, **“Can you list any major funding partners who make financial contributions to help put these events together?”**

Prior to the Canada Games:

- There was very little awareness of the funding partners of the 2003 Canada Winter Games. Neither Canadians nor New Brunswickers could identify any of the corporate sponsors listed on the 2003 Canada Winter Games website.
- When those who indicated some awareness of the upcoming games were asked to identify major partners (unprompted), Canadians were most likely to identify the federal government (6%) followed by corporate sponsors (4%) and the New Brunswick government (3%). Eight in ten Canadians (82%) could not name any major funding partner of the 2003 Games.
- In New Brunswick, residents were most likely to identify Irving companies (7%) (who are active sponsors for many events throughout the region), corporate sponsors (6%) and the New Brunswick government (6%). As with Canadians, three quarters (75%) of New Brunswick residents could not name any partner of the Canada Winter Games.

After the Canada Games:

- Canadians were most likely to identify the federal government (6%) and the New Brunswick government (4%) as partners, however the majority was unable to name any of the funding partners (83%)
- In New Brunswick, residents mentioned the federal government (13%), the New Brunswick government (17%) and J.D. Irving (16%). However, more than half of residents (60%) were unable to identify a sponsor.

When asked the question, **“Do you agree that host cities accrue economic benefits by hosting amateur sporting events, such as the Canada Games?”**

Prior to the Canada Games:

- While few Canadians were aware of the federal government’s financial contribution to the Canada Winter Games, the public strongly favours this type of support. A large majority of Canadians strongly (43%) or somewhat (43%) support federal funding of amateur athletic events.
- New Brunswick follows a similar pattern, with almost nine in ten strongly (48%) or somewhat (41%) agreeing to federal support.
- Knowledge about the Games may influence the degree of public support for federal funding. Canadians who were very aware of the Canada Winter Games were more likely to strongly agree (68%) that the federal government should provide financial support for amateur sporting events, compared to 49 percent, among those who

were only somewhat aware of the Games. This relationship is stronger in New Brunswick, with almost eight in ten (78%) who were very aware of the Canada Winter Games in strong agreement for federal support, in contrast to 49% among those only somewhat aware of the Games.

After the Canada Games:

- While few Canadians were aware of the federal government's financial contribution to the Canada Winter Games, they remain strongly in favour of this type of support. The majority strongly (40%) or somewhat (44%) supports federal funding of athletic events.
- In New Brunswick, support for federal funding increased since the 2003 Canada Winter Games took place. More than half (55%) of residents strongly agree with such support.
- Knowledge of the Games continues to be related to support of federal government funding for these types of events. Support for federal funding is higher among Canadians very aware of the Canada Winter Games (68% strongly agree) than among those with lower levels of awareness (37%). The same pattern holds true in New Brunswick, where seven in ten (70%) residents very aware of the Canada Winter Games are in strong agreement with federal support, in contrast to only 50% of those who are less aware of the Games.