

**2005 Pre- and Post-Event Surveys
Canada Summer Games and the FINA World Championships**

Increasing participation in sport is one of the priorities of the *Canadian Sport Policy*. In the fall 2005, 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, including the Canada Summer Games and the FINA World Aquatic Championships in Montreal.

The questions asked in this 2005 survey complement the pre- and post-event polling done around the 2003 Canada Winter Games to determine any trends or changes in public awareness of the Games over the two-year period.

When asked the question **“Can you name national and international events hosted by Canada in 2005?”**

Prior to FINA and the Canada Games,

- 10% of Canadians named FINA and 3% mentioned the Canada Games.
- In Quebec, 33% of those asked knew about FINA
- In Saskatchewan, 30% of those asked knew about the Canada Games.

After FINA and the Canada Games:

- About 10% of Canadians named FINA and 3% mentioned the Canada Games.
- In Quebec, 35% of those asked knew about FINA.
- In Saskatchewan, 19% of those asked knew about the Canada Games.

When asked the question **“What about the Canada Games being held in Canada in 2005?”**

Prior to the Canada Games:

- 3% of Canadians remembered that the Canada Games were to be held in Regina in 2005.
- In Saskatchewan, once the Canada Games were mentioned, as many as 56% remembered that the Games were to be held in Regina.

After the Canada Games:

- 5% of Canadians remembered that the Canada Games were held in Regina in 2005.
- In Saskatchewan, once the Canada Games were mentioned, 46% remembered that the Games were held in Regina.

When asked the question **“What about the FINA championships hosted by Canada in 2005?”**

Prior to the FINA championships:

- 21% of Canadians and 64% of Quebecers correctly remembered that the event was to be held in Montreal.

After FINA championships:

- 33% of Canadians and 64% of Quebecers correctly remembered that the event was held in Montreal.

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

Prior to FINA and the Canada Games:

- 11% of Canadians identified the federal government as a funding partner.
- 6% of Saskatchewan residents identified the federal government as a funding partner.
- 8% of Canadians cited the federal government as a funding partner for the FINA championships.
- 8% of Quebecers recalled the federal government as a funding partner to FINA.

After FINA and the Canada Games:

- 7% of Canadians identified the federal government as a Canada Games funding partner.
- 6% of Saskatchewan residents identified the federal government as a funding partner.
- The most common type of funding partner mentioned for the Canada Games were corporate funding partner (13%).
- 7% of Canadians cited the federal government as a funding partner for the FINA championships, while 15% of Quebecers recalled the federal government as a funding partner to FINA.
- 7% of Canadians believed each of the three levels of Government were FINA funding partners.

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

Prior to FINA and the Canada Games:

- 55% of Canadians strongly agreed.
- 37% of Canadians somewhat agreed.

After FINA and the Canada Games:

- 53% of Canadians strongly agreed.
- 38% of Canadians somewhat agreed.

The following questions were asked only in the post-event poll:

When asked the question, “**Do you think that the federal government should continue to provide financial support for the hosting of amateur sporting**

events in Canada since they promote sport, tourism and economic development?”

After FINA and the Canada Games:

- 62% of Canadians strongly agree.
- 31% of Canadians somewhat agree with this funding role.

When asked the question, **“Do you think that the federal government should continue to promote sport participation?”**

After FINA and the Canada Games:

- 70% of Canadians strongly agree.
- 24% of Canadians somewhat agree.