

1. Do you belong first and foremost to:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Your country	461 45%	232 47%	229 44%	97 34%	183 45% C	181 55% CD	60 51%	169 44%	157 48%	75 41%
Your town/city	198 20%	98 20%	100 19%	53 19%	88 22%	57 17%	35 29% HI	77 20%	59 18%	27 15%
Your province	196 19%	87 18%	109 21%	69 24% E	76 19%	52 16%	18 15%	75 20%	64 19%	39 21%
The world	159 16%	74 15%	85 16%	64 23% DE	56 14%	39 12%	5 5%	61 16% F	51 15% F	42 23% F

2. The 2010 Winter Olympic Games are first and foremost:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Canada's Games	747 74%	350 71%	397 76%	188 66%	312 78% C	247 75% C	95 80% I	286 75% I	249 75% I	118 64%
Vancouver's Games	225 22%	113 23%	112 21%	84 30% DE	75 19%	66 20%	16 13%	78 20%	69 21%	63 34% FGH
British Columbia's Games	42 4%	28 6%	14 3%	11 4%	15 4%	15 5%	8 7%	18 5%	13 4%	3 2%

3_1. (There is too much Canadian nationalism on display during the Olympics.) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	71 7%	46 9% B	26 5%	25 9%	17 4%	29 9% D	5 4%	24 6%	21 6%	21 11%
Somewhat agree	220 22%	118 24%	102 20%	65 23%	95 24%	60 18%	27 23%	88 23%	57 17%	48 26% H
Somewhat disagree	329 32%	150 31%	179 34%	110 39% D	112 28%	107 32%	35 30%	116 30%	117 35%	60 33%
Strongly disagree	393 39%	177 36%	217 41%	83 29%	178 44% C	133 40% C	51 43%	153 40%	136 41% I	54 30%
Summary										
Top2Box (agree)	292 29%	164 33% B	128 24%	90 32%	113 28%	89 27%	32 27%	113 29%	78 24%	69 37% H
Low2Box (disagree)	722 71%	327 67%	396 76% A	193 68%	290 72%	239 73%	86 73%	269 71%	253 76% I	115 63%

3_2. (I will fly/display the Canadian flag during the Olympic Games.) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	152 15%	70 14%	82 16%	28 10%	71 18% C	53 16% C	18 15%	69 18% I	49 15%	16 9%
Somewhat agree	250 25%	131 27%	118 23%	85 30% E	96 24%	69 21%	33 28%	85 22%	90 27%	42 23%
Somewhat disagree	254 25%	118 24%	136 26%	72 25%	91 22%	91 28%	28 23%	99 26%	81 25%	46 25%
Strongly disagree	359 35%	172 35%	187 36%	98 35%	145 36%	115 35%	40 34%	129 34%	110 33%	80 43%
Summary										
Top2Box (agree)	401 40%	201 41%	200 38%	112 40%	167 41%	122 37%	50 42%	154 40%	139 42%	58 32%
Low2Box (disagree)	613 60%	289 59%	323 62%	170 60%	236 59%	207 63%	68 58%	227 60%	192 58%	125 68%

3_3. (I will wear Olympic/Canada clothing during the Olympic Games) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	132 13%	56 11%	77 15%	31 11%	67 17% E	35 11%	9 7%	68 18% FH	34 10%	21 12%
Somewhat agree	210 21%	96 20%	114 22%	70 25% E	83 21%	58 18%	24 20%	82 21%	73 22%	31 17%
Somewhat disagree	267 26%	135 27%	133 25%	73 26%	100 25%	95 29%	36 31%	83 22%	110 33% GI	38 21%
Strongly disagree	404 40%	204 42%	200 38%	109 38%	154 38%	141 43%	49 41%	149 39%	113 34%	92 50% H
Summary										
Top2Box (agree)	343 34%	152 31%	191 36%	101 36%	149 37% E	92 28%	33 28%	150 39%	107 32%	53 29%
Low2Box (disagree)	671 66%	339 69%	333 64%	181 64%	253 63%	236 72% D	85 72%	232 61%	223 68%	131 71%

3_4. (If Canada fails to win the most medals of any nation (or lead the medal count), the Games will be a disappointment.) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	32 3%	23 5% B	9 2%	12 4%	9 2%	11 3%	3 3%	12 3%	9 3%	8 4%
Somewhat agree	134 13%	70 14%	64 12%	59 21% DE	42 11%	33 10%	18 15%	43 11%	45 14%	28 15%
Somewhat disagree	351 35%	170 35%	182 35%	100 35%	133 33%	118 36%	39 33%	130 34%	119 36%	63 34%
Strongly disagree	496 49%	229 47%	268 51%	111 39%	218 54% C	167 51% C	58 49%	197 51%	158 48%	84 46%
Summary										
Top2Box (agree)	166 16%	93 19%	74 14%	71 25% DE	51 13%	44 13%	21 18%	55 15%	54 16%	36 20%
Low2Box (disagree)	848 84%	398 81%	449 86%	212 75%	351 87% C	285 87% C	97 82%	326 85%	277 84%	148 80%

3_5. (The Opening Ceremonies reflected Canada as I know it.) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	216 21%	104 21%	112 21%	29 10%	103 26% C	85 26% C	33 28% I	95 25% I	68 21% I	20 11%
Somewhat agree	457 45%	200 41%	257 49% A	138 49%	185 46%	134 41%	47 40%	175 46%	147 45%	88 48%
Somewhat disagree	229 23%	127 26% B	102 19%	85 30% DE	71 18%	73 22%	21 18%	82 21%	74 22%	52 28%
Strongly disagree	111 11%	60 12%	52 10%	31 11%	43 11%	37 11%	17 14%	30 8%	40 12%	24 13%
Summary										
Top2Box (agree)	674 66%	304 62%	370 71% A	167 59%	288 72% C	218 66%	80 68%	270 71% I	216 65%	108 59%
Low2Box (disagree)	340 34%	187 38% B	154 29%	116 41% D	114 28%	110 34%	38 32%	112 29%	115 35%	76 41% G

3_6. (I feel uncomfortable when Canada wins 18-0 at women's hockey.) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	96 9%	59 12% B	37 7%	34 12%	29 7%	33 10%	10 8%	37 10%	31 9%	18 10%
Somewhat agree	231 23%	127 26%	105 20%	44 16%	100 25% C	87 26% C	24 21%	103 27%	69 21%	35 19%
Somewhat disagree	219 22%	109 22%	110 21%	53 19%	81 20%	85 26%	20 17%	81 21%	75 23%	43 23%
Strongly disagree	468 46%	196 40%	272 52% A	152 54% E	192 48% E	124 38%	64 54%	161 42%	156 47%	87 48%
Summary										
Top2Box (agree)	327 32%	185 38% B	142 27%	78 28%	129 32%	120 36% C	34 29%	140 37%	100 30%	53 29%
Low2Box (disagree)	687 68%	306 62%	382 73% A	205 72% E	273 68%	209 64%	84 71%	242 63%	231 70%	130 71%

3_7. (The Vancouver Olympic Games are more of a defining national moment than Expo 67.) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	GENDER									
	AGE		EDUCATION							
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
	A	B	C	D	E	F	G	H	I	
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	177 17%	93 19%	83 16%	57 20%	68 17%	51 15%	20 17%	62 16%	57 17%	37 20%
Somewhat agree	315 31%	147 30%	168 32%	98 35% E	134 33% E	84 25%	34 28%	126 33%	100 30%	55 30%
Somewhat disagree	288 28%	137 28%	151 29%	83 29%	97 24%	108 33% D	27 23%	114 30%	98 30%	50 27%
Strongly disagree	234 23%	113 23%	121 23%	44 16%	104 26% C	86 26% C	38 32%	79 21%	76 23%	41 23%
Summary										
Top2Box (agree)	492 49%	240 49%	251 48%	155 55% E	202 50% E	134 41%	54 46%	188 49%	157 48%	92 50%
Low2Box (disagree)	522 51%	250 51%	272 52%	128 45%	200 50%	194 59% CD	64 54%	193 51%	173 52%	91 50%

3_8. (The Vancouver Olympic Games are more of a defining national moment than the Montreal Olympics in 1976.) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	168 17%	80 16%	88 17%	45 16%	69 17%	53 16%	19 16%	71 19%	56 17%	21 12%
Somewhat agree	347 34%	178 36%	169 32%	124 44% DE	122 30%	101 31%	35 29%	125 33%	115 35%	72 39%
Somewhat disagree	303 30%	134 27%	169 32%	70 25%	126 31%	106 32%	37 31%	117 31%	95 29%	54 29%
Strongly disagree	196 19%	99 20%	97 19%	43 15%	85 21%	68 21%	27 23%	69 18%	64 19%	37 20%
Summary										
Top2Box (agree)	515 51%	258 53%	257 49%	169 60% DE	191 47%	155 47%	54 46%	196 51%	172 52%	93 51%
Low2Box (disagree)	499 49%	233 47%	266 51%	113 40%	212 53% C	174 53% C	64 54%	185 49%	159 48%	90 49%

3_9. (The Vancouver Olympic Games are more of a defining national moment than the Calgary Olympics in 1988.) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	124 12%	64 13%	61 12%	39 14%	49 12%	37 11%	13 11%	50 13%	39 12%	23 12%
Somewhat agree	389 38%	203 41%	186 36%	158 56% DE	126 31%	105 32%	32 27%	134 35%	128 39%	96 53% FGH
Somewhat disagree	337 33%	151 31%	187 36%	63 22%	145 36% C	130 40% C	43 36%	142 37% I	109 33%	43 24%
Strongly disagree	163 16%	73 15%	90 17%	23 8%	83 21% C	57 17% C	30 26% GI	56 15%	55 17%	21 12%
Summary										
Top2Box (agree)	514 51%	267 54%	247 47%	197 70% DE	175 44%	141 43%	45 38%	184 48%	166 50%	119 65% FGH
Low2Box (disagree)	500 49%	224 46%	276 53%	86 30%	227 56% C	187 57% C	73 62% I	198 52% I	164 50% I	64 35%

3_10. (The Vancouver Olympic Games are more of a defining national moment than the 1972 Hockey Summit Series.) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	180 18%	83 17%	98 19%	58 20%	67 17%	56 17%	27 23%	73 19%	48 15%	32 18%
Somewhat agree	342 34%	151 31%	191 37%	111 39% D	118 29%	114 35%	39 33%	122 32%	116 35%	66 36%
Somewhat disagree	276 27%	138 28%	138 26%	69 24%	110 27%	97 30%	26 22%	97 25%	96 29%	57 31%
Strongly disagree	215 21%	119 24%	97 18%	45 16%	108 27% CE	62 19%	26 22%	91 24%	70 21%	29 16%
Summary										
Top2Box (agree)	523 52%	234 48%	289 55% A	169 60% D	185 46%	169 52%	66 56%	194 51%	165 50%	98 53%
Low2Box (disagree)	491 48%	257 52% B	235 45%	114 40%	218 54% C	159 48%	52 44%	188 49%	166 50%	86 47%

3_11. (I will miss work to watch the Olympics.) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
Strongly agree	41 4%	23 5%	18 3%	21 7% DE	10 3%	10 3%	3 2%	21 5%	10 3%	8 4%
Somewhat agree	98 10%	60 12% B	39 7%	47 17% DE	26 6%	25 8%	6 5%	31 8%	33 10%	29 16% FG
Somewhat disagree	184 18%	102 21%	83 16%	41 15%	75 19%	68 21%	22 19%	69 18%	66 20%	27 15%
Strongly disagree	690 68%	307 62%	384 73% A	174 61%	291 72% C	226 69%	87 74%	262 69%	221 67%	120 66%
Summary										
Top2Box (agree)	139 14%	83 17% B	57 11%	68 24% DE	37 9%	35 11%	8 7%	51 13%	43 13%	36 20% F
Low2Box (disagree)	875 86%	408 83%	467 89% A	215 76%	366 91% C	294 89% C	110 93% I	331 87%	288 87%	147 80%

3. (Top2box (agree) Summary) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
The Opening Ceremonies reflected Canada as I know it.	674 66%	304 62%	370 71% A	167 59%	288 72% C	218 66%	80 68%	270 71% I	216 65%	108 59%
The Vancouver Olympic Games are more of a defining national moment than the 1972 Hockey Summit Series.	523 52%	234 48%	289 55% A	169 60% D	185 46%	169 52%	66 56%	194 51%	165 50%	98 53%
The Vancouver Olympic Games are more of a defining national moment than the Montreal Olympics in 1976.	515 51%	258 53%	257 49%	169 60% DE	191 47%	155 47%	54 46%	196 51%	172 52%	93 51%
The Vancouver Olympic Games are more of a defining national moment than the Calgary Olympics in 1988.	514 51%	267 54%	247 47%	197 70% DE	175 44%	141 43%	45 38%	184 48%	166 50%	119 65% FGH
The Vancouver Olympic Games are more of a defining national moment than Expo 67.	492 49%	240 49%	251 48%	155 55% E	202 50% E	134 41%	54 46%	188 49%	157 48%	92 50%
I will fly/display the Canadian flag during the Olympic Games.	401 40%	201 41%	200 38%	112 40%	167 41%	122 37%	50 42%	154 40%	139 42%	58 32%
I will wear Olympic/Canada clothing during the Olympic Games	343 34%	152 31%	191 36%	101 36%	149 37% E	92 28%	33 28%	150 39%	107 32%	53 29%
I feel uncomfortable when Canada wins 18-0 at women's hockey.	327 32%	185 38% B	142 27%	78 28%	129 32%	120 36% C	34 29%	140 37%	100 30%	53 29%
There is too much Canadian nationalism on display during the Olympics.	292 29%	164 33% B	128 24%	90 32%	113 28%	89 27%	32 27%	113 29%	78 24%	69 37% H
If Canada fails to win the most medals of any nation (or lead the medal count), the Games will be a disappointment.	166 16%	93 19%	74 14%	71 25% DE	51 13%	44 13%	21 18%	55 15%	54 16%	36 20%
I will miss work to watch the Olympics.	139 14%	83 17% B	57 11%	68 24% DE	37 9%	35 11%	8 7%	51 13%	43 13%	36 20% F

3. (Low2box (disagree) Summary) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1014	522	492	196	228	590	102	294	465	153
Weighted	1014	491	523	283	403	329	118*	382	331	184
I will miss work to watch the Olympics.	875 86%	408 83%	467 89% A	215 76%	366 91% C	294 89% C	110 93% I	331 87%	288 87%	147 80%
If Canada fails to win the most medals of any nation (or lead the medal count), the Games will be a disappointment.	848 84%	398 81%	449 86%	212 75%	351 87% C	285 87% C	97 82%	326 85%	277 84%	148 80%
There is too much Canadian nationalism on display during the Olympics.	722 71%	327 67%	396 76% A	193 68%	290 72%	239 73%	86 73%	269 71%	253 76% I	115 63%
I feel uncomfortable when Canada wins 18-0 at women's hockey.	687 68%	306 62%	382 73% A	205 72% E	273 68%	209 64%	84 71%	242 63%	231 70%	130 71%
I will wear Olympic/Canada clothing during the Olympic Games	671 66%	339 69%	333 64%	181 64%	253 63%	236 72% D	85 72%	232 61%	223 68%	131 71%
I will fly/display the Canadian flag during the Olympic Games.	613 60%	289 59%	323 62%	170 60%	236 59%	207 63%	68 58%	227 60%	192 58%	125 68%
The Vancouver Olympic Games are more of a defining national moment than Expo 67.	522 51%	250 51%	272 52%	128 45%	200 50%	194 59% CD	64 54%	193 51%	173 52%	91 50%
The Vancouver Olympic Games are more of a defining national moment than the Calgary Olympics in 1988.	500 49%	224 46%	276 53%	86 30%	227 56% C	187 57% C	73 62% I	198 52% I	164 50% I	64 35%
The Vancouver Olympic Games are more of a defining national moment than the Montreal Olympics in 1976.	499 49%	233 47%	266 51%	113 40%	212 53% C	174 53% C	64 54%	185 49%	159 48%	90 49%
The Vancouver Olympic Games are more of a defining national moment than the 1972 Hockey Summit Series.	491 48%	257 52% B	235 45%	114 40%	218 54% C	159 48%	52 44%	188 49%	166 50%	86 47%
The Opening Ceremonies reflected Canada as I know it.	340 34%	187 38% B	154 29%	116 41% D	114 28%	110 34%	38 32%	112 29%	115 35%	76 41% G