



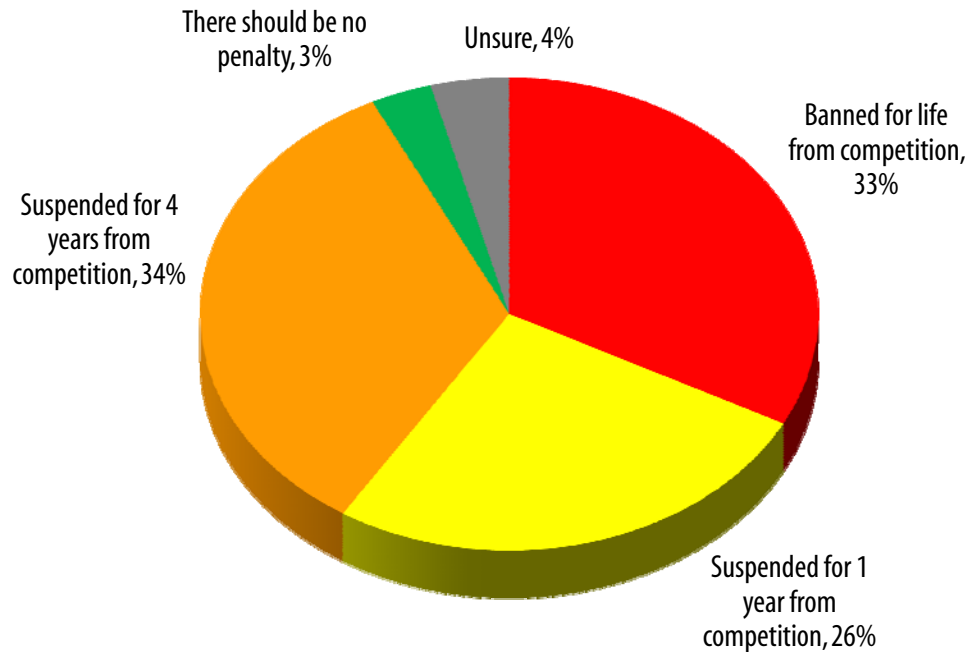
## Canadians favour tough doping penalties

### METHODOLOGY

Between November 7<sup>th</sup> and November 10<sup>th</sup>, 2009, Nanos Research conducted a random telephone survey of 1,005 Canadians 18 years and older. A random telephone survey of 1,005 Canadians is accurate plus or minus 3.1 percentage points, 19 times out of 20. Readers should note that the data was weighted for gender and age to match the Canadian census results. Results should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate member.

**QUESTION:** When an athlete at the Olympics is found with performance enhancing drugs, what should be the penalty?



### VIEWS ON CONSEQUENCES OF DRUG USE IN SPORT

Responses (%)**	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	(n=1,005)	(n=100)	(n=254)	(n=302)	(n=201)	(n=149)
	%	%	%	%	%	%
Banned for life from competition	32.7	31.0	29.2	30.6	39.5	34.8
Suspended for 1 year from competition	26.4	36.7	24.0	29.3	26.0	18.3
Suspended for 4 years from competition	33.7	25.3	39.4	33.0	27.4	39.4
There should be no penalty	3.2	2.4	4.7	3.0	3.3	1.5
Unsure	4.1	4.6	2.7	4.2	3.9	6.0
Accuracy	±3.1	±10.0	±6.2	±5.7	±7.0	±8.1

\* Small sample – readers should exercise caution.

\*\*Note: Percentages may not add up to 100 due to rounding.

Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at [www.nanosresearch.com](http://www.nanosresearch.com).



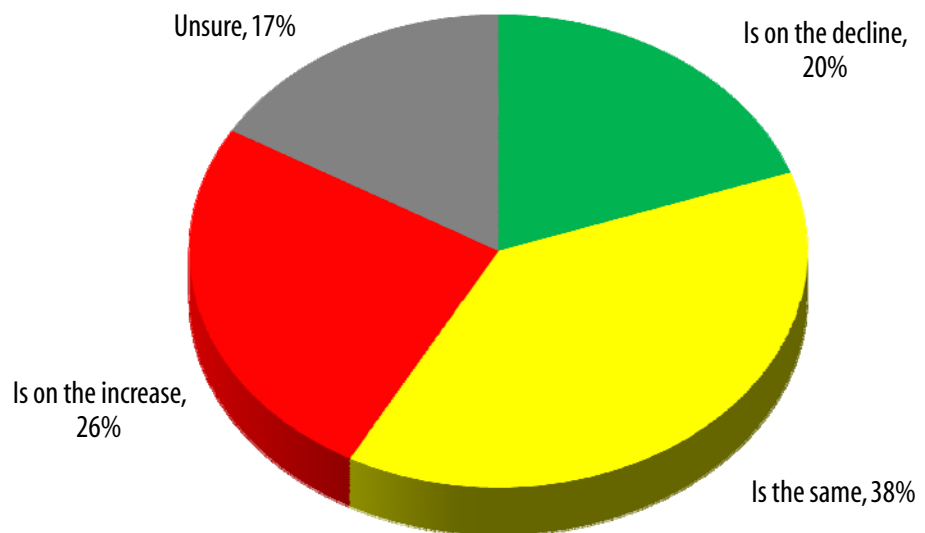
## More Canadians think drug use on the increase than decrease

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**QUESTION:** Do you think the illegal usage of performance enhancing drugs by athletes at the Olympics is on the decline, is the same or is on the increase?



### VIEWS ON USE OF DRUGS IN SPORT

Responses (%)**	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	(n=1,005)	(n=100)	(n=254)	(n=302)	(n=201)	(n=149)
	%	%	%	%	%	%
Is on the decline	19.6	21.1	15.4	21.2	22.3	19.0
Is the same	38.3	43.4	35.6	45.2	36.1	28.7
Is on the increase	25.5	20.9	38.8	17.3	22.4	27.1
Unsure	16.5	14.7	10.3	16.3	19.1	25.2
Accuracy	±3.1	±10.0	±6.2	±5.7	±7.0	±8.1

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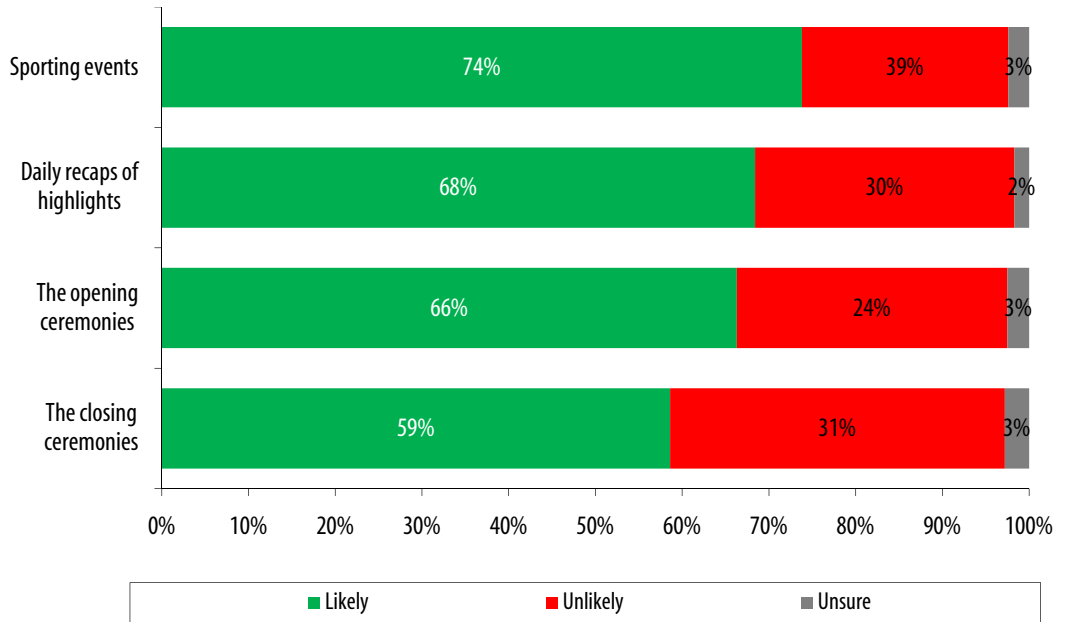
## Olympics could be among most watched sporting event in Canadian history

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2009.

**QUESTION:** Are you likely or unlikely to watch the following during the Vancouver Olympics?



### LIKELY TO FOLLOW

Responses (%) **	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	(n=1,005)		(n=100)		(n=254)		(n=302)		(n=201)		(n=149)	
	%		%		%		%		%		%	
	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely
The opening ceremonies	66.3	31.2	63.6	35.6	66.0	31.5	70.8	25.1	64.3	33.1	62.4	37.1
Sporting events	73.8	23.8	70.6	27.8	74.2	24.0	76.2	19.6	75.5	23.5	68.4	29.3
Daily recap of highlights	68.4	29.9	70.2	26.8	67.9	31.5	67.2	29.6	74.0	26.0	63.0	35.2
The closing ceremonies	58.6	38.6	57.4	41.0	55.8	42.1	60.2	34.3	58.4	40.0	61.2	38.3

\* Small sample – readers should exercise caution.

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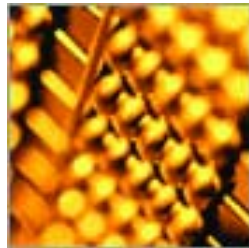
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# The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with a national omnibus surveys. We’ll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

## The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eDeliberative Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



# A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.



## The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



**Contact us today for your next research or strategy project.**

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