



# Perceptions of Canadians on Olympic boycott

## Methodology

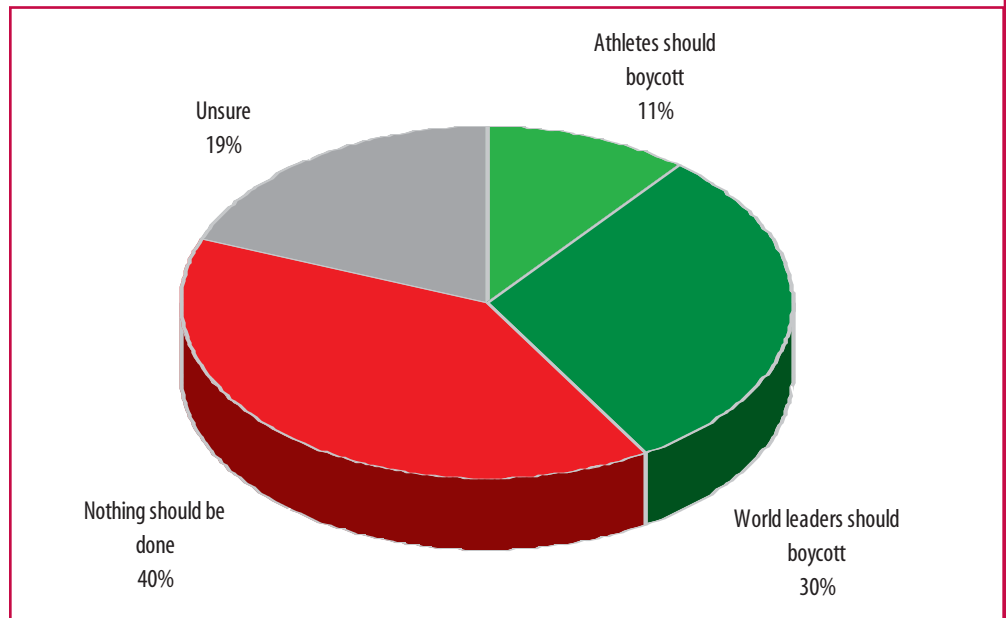
Between May 1st and May 6th, 2008, Nanos Research conducted a random telephone survey of 1002 Canadians 18 years and older.

A random telephone survey of 1002 Canadians is accurate  $\pm 3.1\%$ , 19 times out of 20. Margins of accuracy are wider for subgroup samples. 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:** As you may know, there has been some controversy related to the Beijing Olympics and demonstrations in Tibet. Which of the following statements best reflects your personal views? [ROTATE]

- A. Athletes should boycott the Beijing Olympics in protest over Tibet;
- B. World leaders should boycott the opening ceremonies in protest over Tibet; or
- C. Nothing should be done, because Tibet is an internal Chinese matter.



## About Nanos Research

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. Nanos is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website [www.nanosresearch.com](http://www.nanosresearch.com) or contact: Nik Nanos at (613) 234-4666 ext. 237 or [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com).

Group (Margin of Accuracy)	Athletes should boycott the Beijing Olympics	World leaders should boycott the opening ceremonies	Nothing should be done	Unsure
	%	%	%	%
Canada ( $\pm 3.1\%$ )	11	30	40	19
Atlantic ( $\pm 10.1\%$ )	11	26	35	28
Quebec ( $\pm 6.3\%$ )	12	38	37	14
Ontario ( $\pm 5.7\%$ )	12	31	37	21
West ( $\pm 5.3\%$ )	10	26	45	19
Male ( $\pm 4.5\%$ )	10	32	45	14
Female ( $\pm 4.3\%$ )	12	29	35	24

As you may know, there has been some controversy related to the Beijing Olympics and demonstrations in Tibet.

Question - Which of the following statements best reflects your personal views? [ROTATE]

		Total	Athletes should boycott the Beijing Olympics in protest over Tibet	World leaders should boycott the opening ceremonies in protest over Tibet	Nothing should be done, because Tibet is an internal Chinese matter	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 200805	1002	10.9	30.4	39.6	19.1
	Atlantic	97	10.9	26.2	34.9	28.0
	Quebec	249	11.5	38.0	36.9	13.6
	Ontario	301	11.6	31.0	36.7	20.7
	West	355	9.9	25.8	45.3	19.0
Gender	Male	476	9.6	31.6	45.0	13.8
	Female	525	12.1	29.2	34.8	23.9
Age	18 to 29	197	12.1	29.5	38.3	20.1
	30 to 39	192	16.3	30.6	34.4	18.8
	40 to 49	215	10.9	31.8	35.8	21.4
	50 to 59	173	8.2	35.2	42.2	14.3
	60 plus	225	7.3	25.9	47.0	19.8