

Pan Am Games not so exciting

At a \$2.5 billion price tag, The Pan Am Games do not excite Canadians, study finds



Are Canadians aware of the Games?



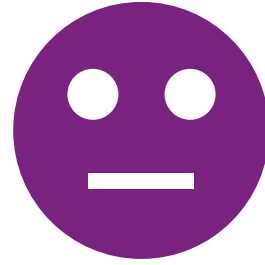
Not aware
47%

Atlantic 53%
Quebec 71%
Ontario 24%
West 56%

Overall Canadian level of interest in the Games?



21%
Highly / quite interested



31%
Moderately interested



48%
Not interested

Do Canadians think the Games are limited to those happy few who can afford it?



Yes
32%

Atlantic 38%
Quebec 29%
Ontario 37%
West 29%

How will Canadians follow the Games?



37%
TV



11%
Newspaper



14%
Digital media



37%
Won't follow at all

Do Canadians think the Games are good for business?



Yes
74%

Atlantic 81%
Quebec 71%
Ontario 72%
West 77%

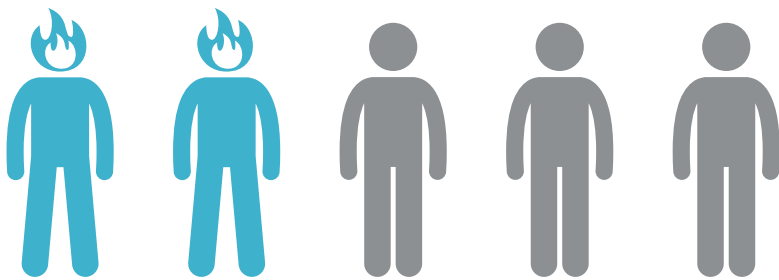
Do they see Int'l Games / Sports events as a great opportunity for their city or region?



Yes
69%

Atlantic 73%
Quebec 66%
Ontario 74%
West 71%

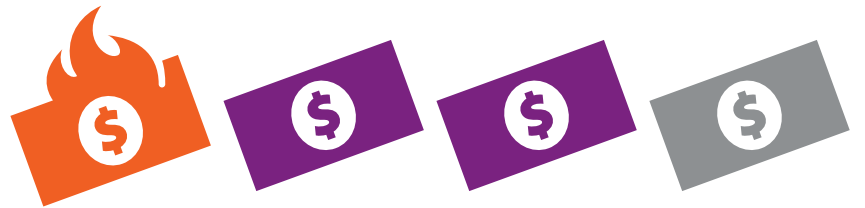
Ontario: are the Games a nuisance?



41%
The Games are a real nuisance for people living in the city / region

32%
Don't know / not sure (yet)
28%
They are not a nuisance

Ontario: are the Games good value for money?



23%
The Games are a waste of money

48%
They are not a waste of money

29%
Don't know / not sure

