



CHILDREN'S FITNESS TAX CREDIT

Presented to:
Fitness Industry Canada

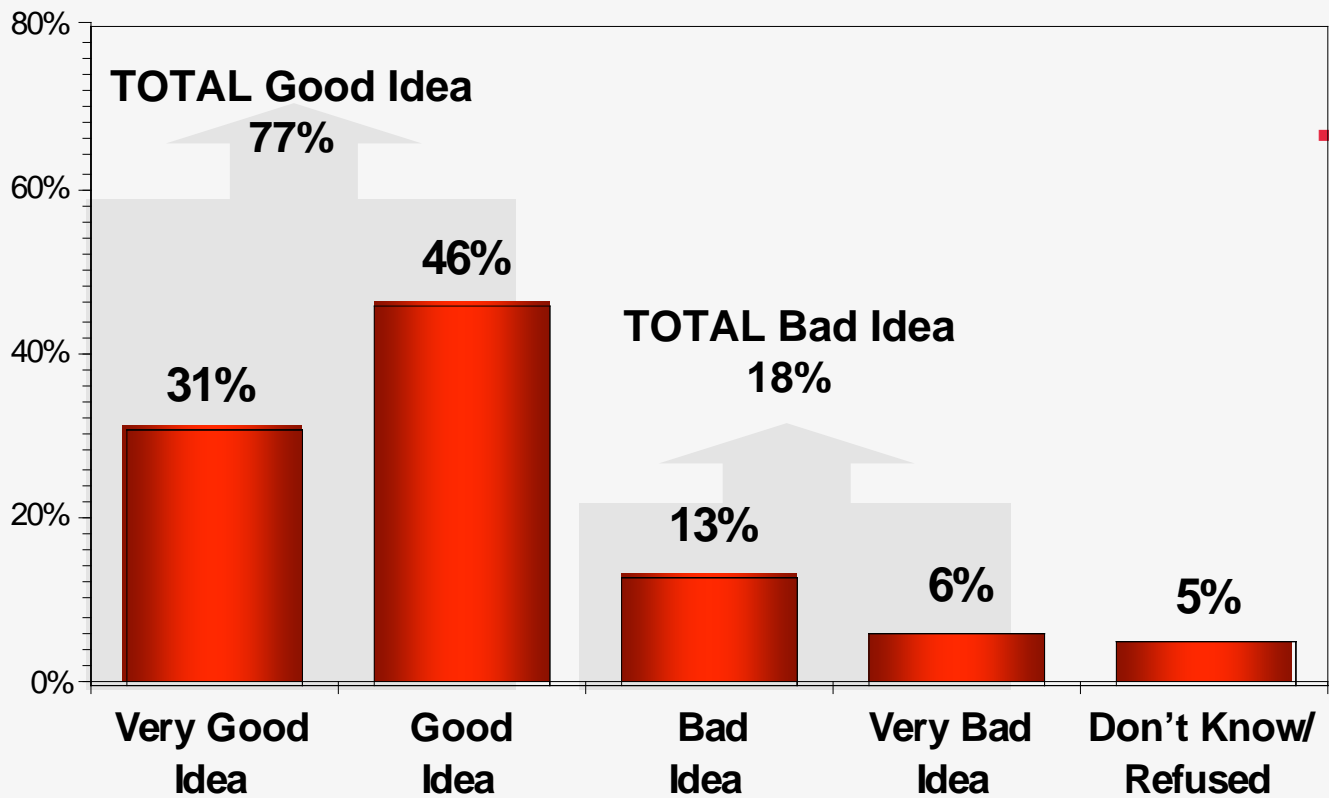
March 2007

Introduction & Methodology

- POLLARA is pleased to present Fitness Industry Canada with the following report of findings from a telephone survey conducted with a representative sample of adult Canadians.
- The objective of the survey was to determine Canadians' attitudes toward the Children's Fitness Tax Credit which recently came into effect.
- In total, 1217 telephone interviews were conducted with Canadians 18 years of age and older, resulting in an overall margin of error of plus or minus 2.8%, nineteen times out of twenty.
- A total of three (3) questions were appended to the *POLLARA Perspectives* omnibus. Interviews were conducted between February 26th and March 4th, 2007.

	Unweighted # of Interviews	Weighted # of Interviews	Margin of Error (%)
Atlantic	93	92	± 10.2
Quebec	295	288	±5.7
Ontario	458	456	±4.6
Prairies	86	84	±10.7
Alberta	119	118	±9.1
B.C./Territories	166	162	±7.7
Total	1217	1200	±2.8

Children's Fitness Tax Credit



After being read a description, over three-in-four (77%) Canadians think that the Children's Fitness Tax Credit is a good idea (with almost one-in-three (31%) saying that it is a very good idea).

Q1. Do you think the Children's Fitness Tax Credit is a very good idea, a good idea, a bad idea, or a very bad idea?

Children's Fitness Tax Credit, by Generation

- One-half (50%) of women between 18 and 34 think that the Children's Fitness Tax Credit is a *very* good idea compared to about three-in-ten (31%) Canadians in other age groups.
- The likelihood of perceiving the Children's Fitness Tax Credit as a good idea decreases with age (from 89% among men and 90% among women between the ages of 18 and 34, to 69% among men and 71% among women 55 years or older).

	Very Good Idea	Good Idea	Total Good Idea	Bad Idea	Very Bad Idea	Total Bad Idea	Don't Know/ Refuse
Total	31	46	77	13	6	18	5
Total Male	29	49	78	12	7	19	4
Male - 18 to 34	33	56	89	6	4	9	2
Male - 35 to 54	31	50	81	10	6	15	4
Male – 55+	24	44	69	16	11	27	4
Total Female	33	43	76	14	4	18	6
Female – 18 to 34	50	40	90	5	-	5	5
Female – 35 to 55	33	42	75	15	5	20	6
Female – 55+	26	44	71	17	5	22	7

Children's Fitness Tax Credit, by Region

- Regionally, 86% of Quebec residents believe that the Children's Fitness Tax Credit is a good idea, compared to 68% of residents of the Prairies and British Columbia.

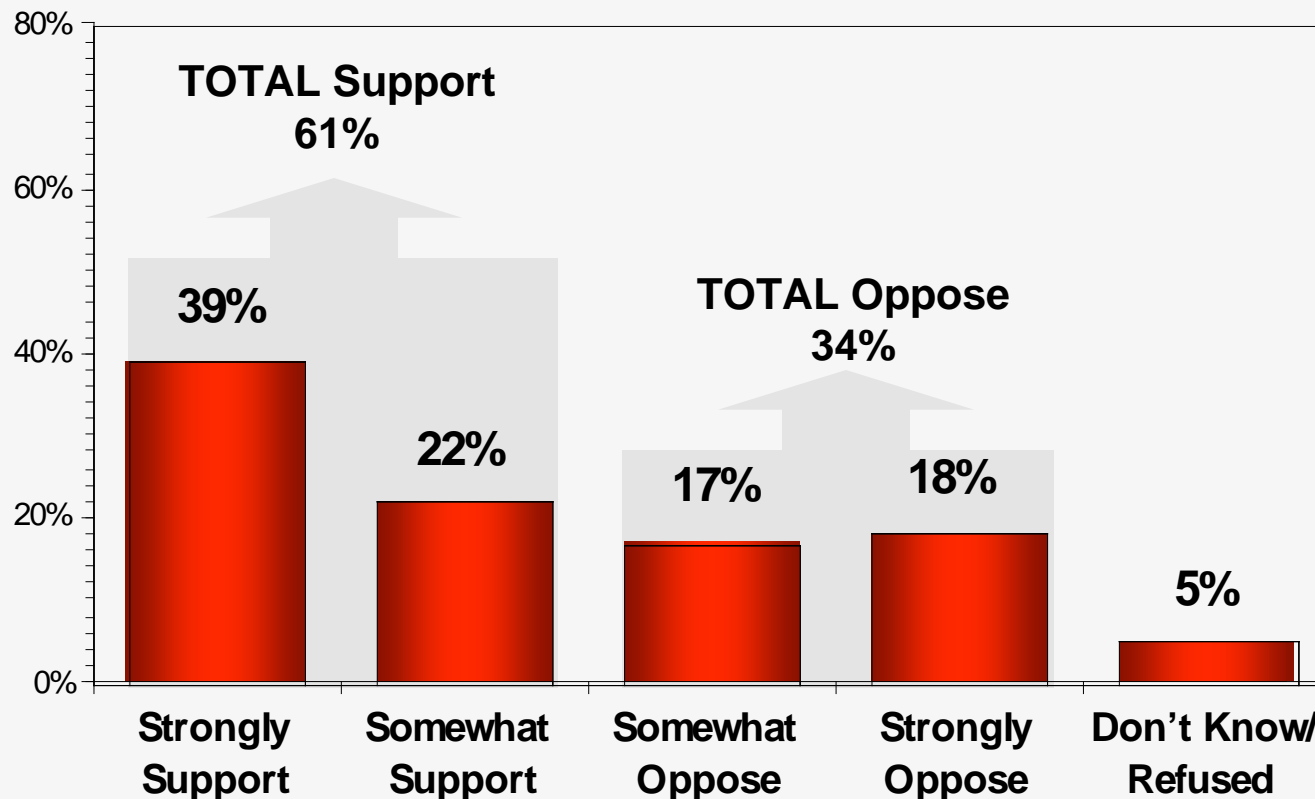
	Very Good Idea	Good Idea	Total Good Idea	Bad Idea	Very Bad Idea	Total Bad Idea	Don't Know/ Refuse
Total	31	46	77	13	6	18	5
Atlantic	36	44	81	14	3	17	2
Quebec	35	51	86	9	3	12	2
Ontario	30	44	74	13	7	20	6
Prairies	26	43	68	16	8	25	7
Alberta	35	45	81	9	4	13	6
B.C./Territories	26	42	68	20	5	25	7

Children's Fitness Tax Credit, by Household Composition

- Nine-in-ten (90%) Canadians with at least one child under the age of ten believe that the Children's Fitness Tax Credit is a good idea, compared to seven-in-ten (73%) Canadians without children in the household.

	Very Good Idea	Good Idea	Total Good Idea	Bad Idea	Very Bad Idea	Total Bad Idea	Don't Know/ Refuse
Total	31	46	77	13	6	18	5
No children	27	46	73	15	7	22	5
At least one under 10	46	44	90	5	1	7	4
At least one between 10-17	36	43	79	11	5	16	5

Support to Extend Tax Credit to All Ages



- Three-in-five (61%) Canadians think that the Children's Fitness Tax Credit should be extended to all Canadians regardless of age (with almost two-in-five (39%) *strongly* supporting this idea).

Q2. *Some people have said that this tax credit should be extended to all Canadians, regardless of their age. Do you (ROTATE: support or oppose) extending this tax credit to all Canadians, regardless of their age? (PROBE: Is that strongly or somewhat?)*

Support to Extend Tax Credit to All Ages, by Generation

- One-half (51%) of women between the ages of 18 and 34 *strongly* support the Fitness Tax Credit being extended to all Canadians regardless of age.
- Among Canadians, the likelihood of supporting the Fitness Tax Credit extension to all Canadians decreases with age (from 67% among men and 78% among women between the ages 18 and 34, to 50% among men and 52% among women 55 years or older).

	Strongly Support	Somewhat Support	Total Support	Somewhat Oppose	Strongly Oppose	Total Oppose	Don't Know/ Refuse
Total	39	22	61	17	18	34	5
Total Male	38	21	59	15	21	36	5
Male - 18 to 34	34	33	67	20	9	29	4
Male - 35 to 54	42	22	64	13	20	33	3
Male – 55+	34	15	50	14	29	43	7
Total Female	41	22	63	18	15	33	4
Female – 18 to 34	51	27	78	13	8	21	1
Female – 35 to 55	46	20	66	17	13	30	4
Female – 55+	32	20	52	22	19	41	7

Support to Extend Tax Credit to All Ages, by Region

- Almost three-in-four (72%) Quebec residents support the Fitness Tax Credit extension to all Canadians compared to only one-in-two residents of the Prairies (47%) and B.C./Territories (52%).

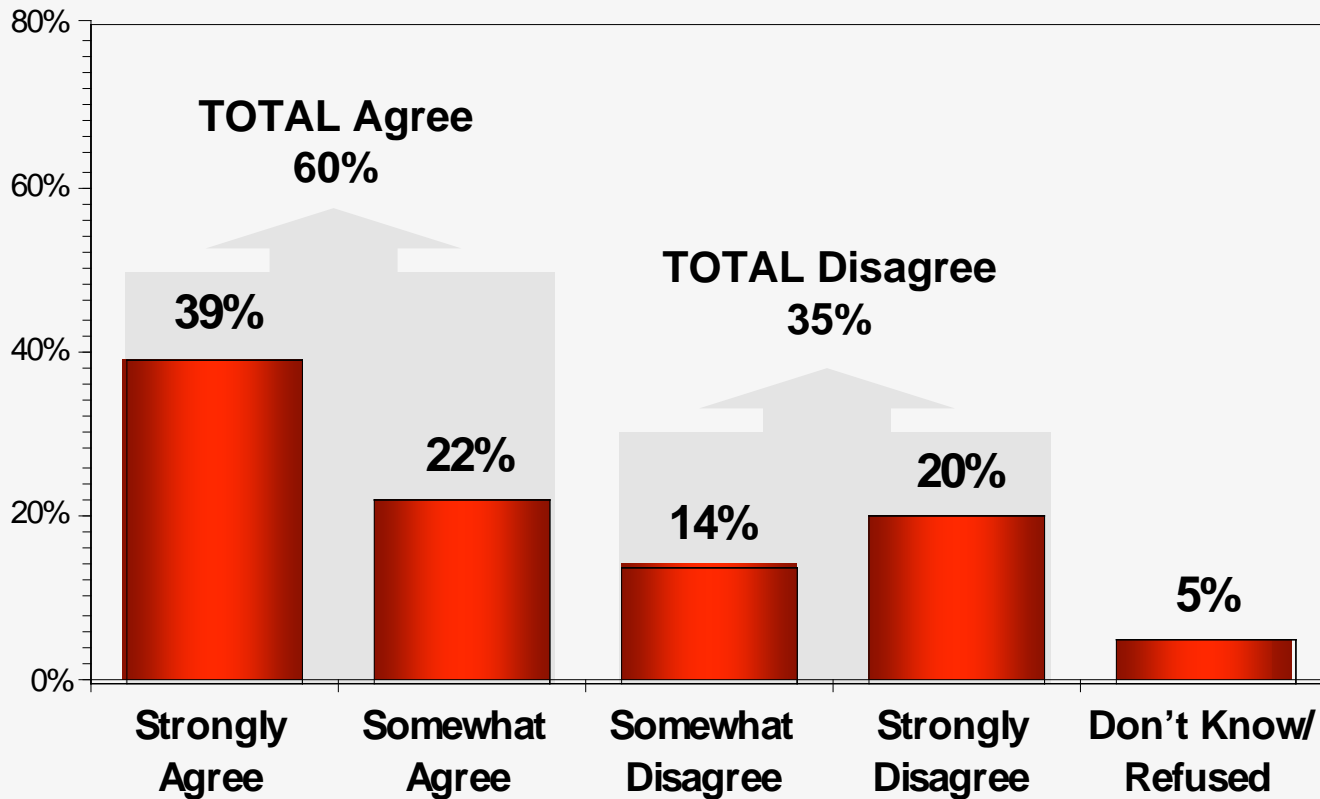
	Strongly Support	Somewhat Support	Total Support	Somewhat Oppose	Strongly Oppose	Total Oppose	Don't Know/ Refuse
Total	39	22	61	17	18	34	5
Atlantic	49	17	67	15	15	30	3
Quebec	46	26	72	17	8	25	3
Ontario	41	19	60	15	21	36	5
Prairies	28	19	47	21	27	48	6
Alberta	33	24	58	15	19	34	8
B.C./Territories	29	23	52	22	22	43	5

Support to Extend Tax Credit to All Ages, by Household Composition

- Seven-in-ten (72%) Canadians with at least one child under the age of ten believe that the tax credit should apply to all Canadians compared to six-in-ten (59%) Canadians who have no children in their household.

	Strongly Support	Somewhat Support	Total Support	Somewhat Oppose	Strongly Oppose	Total Oppose	Don't Know/ Refuse
Total	39	22	61	17	18	34	5
No children	38	21	59	18	19	37	4
At least one under 10	49	23	72	12	13	26	2
At least one between 10-17	44	22	66	16	14	30	4

Physically Active Adults Should Also Benefit



- Over three-in-five (60%) Canadians agree that adults who are physically active should also benefit from a similar tax credit (with almost two-in-five (39%) *strongly* agreeing).

Q3. Do you agree or disagree that adults who are physically active should also benefit from a similar tax credit? (PROBE: Is that strongly or somewhat?)

Physically Active Adults Should Also Benefit, by Generation

- Three-in-four (76%) women between the ages of 18 and 34 agree that adults who are physically fit should also benefit from a similar tax credit as compared to one-half (53%) of female respondents 55 years and older.

	Strongly Agree	Somewhat Agree	Total Agree	Somewhat Disagree	Strongly Disagree	Total Disagree	Don't Know/ Refuse
Total	39	22	60	14	20	35	5
Total Male	37	23	60	15	22	37	4
Male - 18 to 34	39	27	66	20	10	30	4
Male - 35 to 54	42	21	63	14	20	34	4
Male – 55+	30	23	53	14	29	43	4
Total Female	41	21	61	14	19	33	6
Female – 18 to 34	47	29	76	8	14	22	2
Female – 35 to 55	46	17	63	11	22	33	4
Female – 55+	32	20	53	19	19	38	9

Physically Active Adults Should Also Benefit, by Region

- Seven-in-ten (69%) residents of Quebec agree that adults who are physically fit should also benefit from a similar tax credit, compared to only one-in-two (51%) residents of the Prairies.

	Strongly Agree	Somewhat Agree	Total Agree	Somewhat Disagree	Strongly Disagree	Total Disagree	Don't Know/ Refuse
Total	39	22	60	14	20	35	5
Atlantic	46	13	59	17	19	37	4
Quebec	41	28	69	12	15	27	4
Ontario	39	19	57	15	23	38	5
Prairies	34	17	51	16	26	42	7
Alberta	39	26	65	13	19	32	3
B.C./Territories	34	22	56	16	21	37	7

Physically Active Adults Should Also Benefit, by Household Composition

- Seven-in-ten (69%) Canadians with at least one child under 10 years of age in their household agree that active adults should benefit from a tax credit compared to six-in-ten (61%) Canadians with no children or with at least one child between 10 and 17 years of age.

	Strongly Agree	Somewhat Agree	Total Agree	Somewhat Disagree	Strongly Disagree	Total Disagree	Don't Know/ Refuse
Total	39	22	60	14	20	35	5
No children	39	22	61	13	22	35	4
At least one under 10	45	25	69	9	17	27	4
At least one between 10-17	42	19	61	16	20	36	3



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