

Beijing Olympic/Paralympic Analysis & Trends

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Road to Excellence



Move Up the Medal Tables for the Olympic & Paralympic Games



- **Olympic Games**

- Top 12 on the total medal table for 2012
- Future Top 6 nation Gold v Total Medals?

- **Paralympic Games**

- Top 5 nation on the gold medal table 2012
- Future Top 5 nation Gold v Total Medals?

Olympic Total Medal Table



Country	Gold	Silver	Bronze	Total
1. USA	36	38	36	110
2. China	51	21	28	100
3. Russia	23	21	28	72
4. Great Britain	19	13	15	47
5. Australia	14	15	17	46
6. Germany	16	10	15	41
7. France	7	16	17	40
8. Korea	13	10	8	31
9. Italy	8	10	10	28
10. Ukraine	7	5	15	27
11. Japan	9	6	10	25
12. Cuba	2	11	11	24
13. Belarus	4	5	10	19
14. Canada	3	9	6	18

Paralympic Gold Medal Table



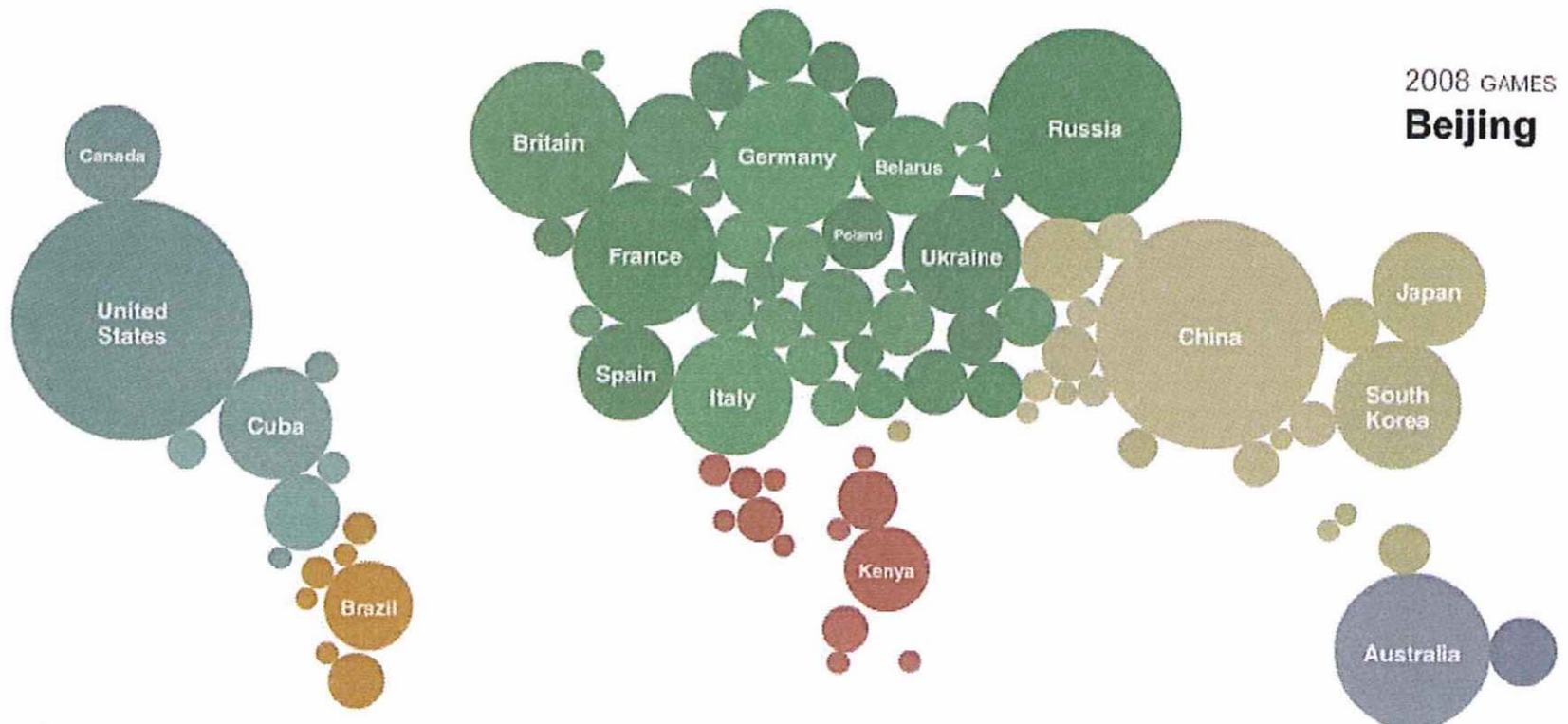
Country	Gold	Silver	Bronze	Total
1. China	89	70	52	211
2. Great Britain	42	29	31	102
3. USA	36	35	28	99
4. Ukraine	24	18	32	74
5. Australia	23	29	27	79
6. South Africa	21	3	6	30
7. Canada	19	10	21	50
8. Russian	18	23	22	63
9. Brazil	16	14	17	47
10. Spain	15	21	22	58



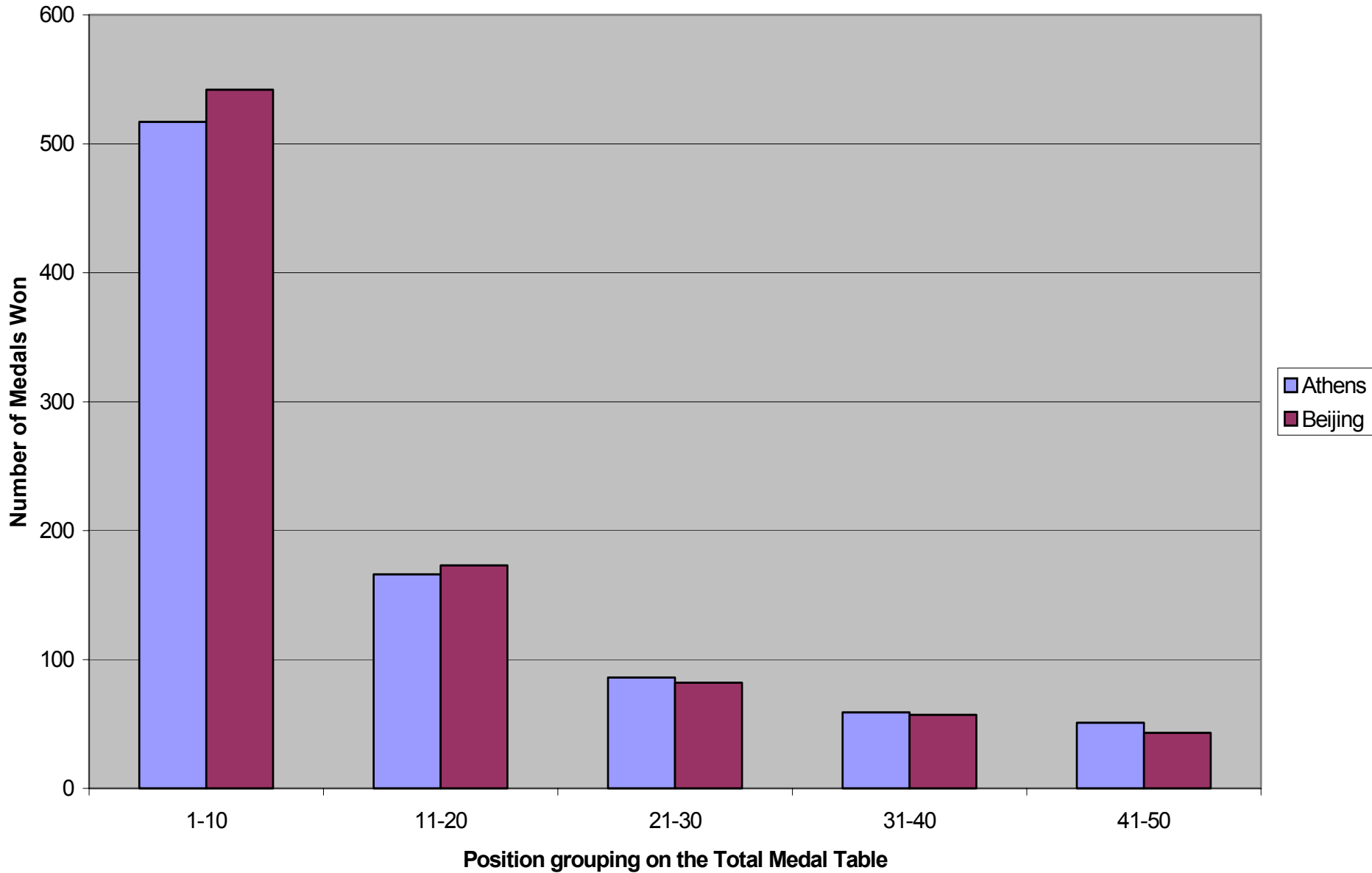
Olympic Competitor Country Trends

Analysis of how countries are performing on the medal table since 1988 for the Olympic Games.

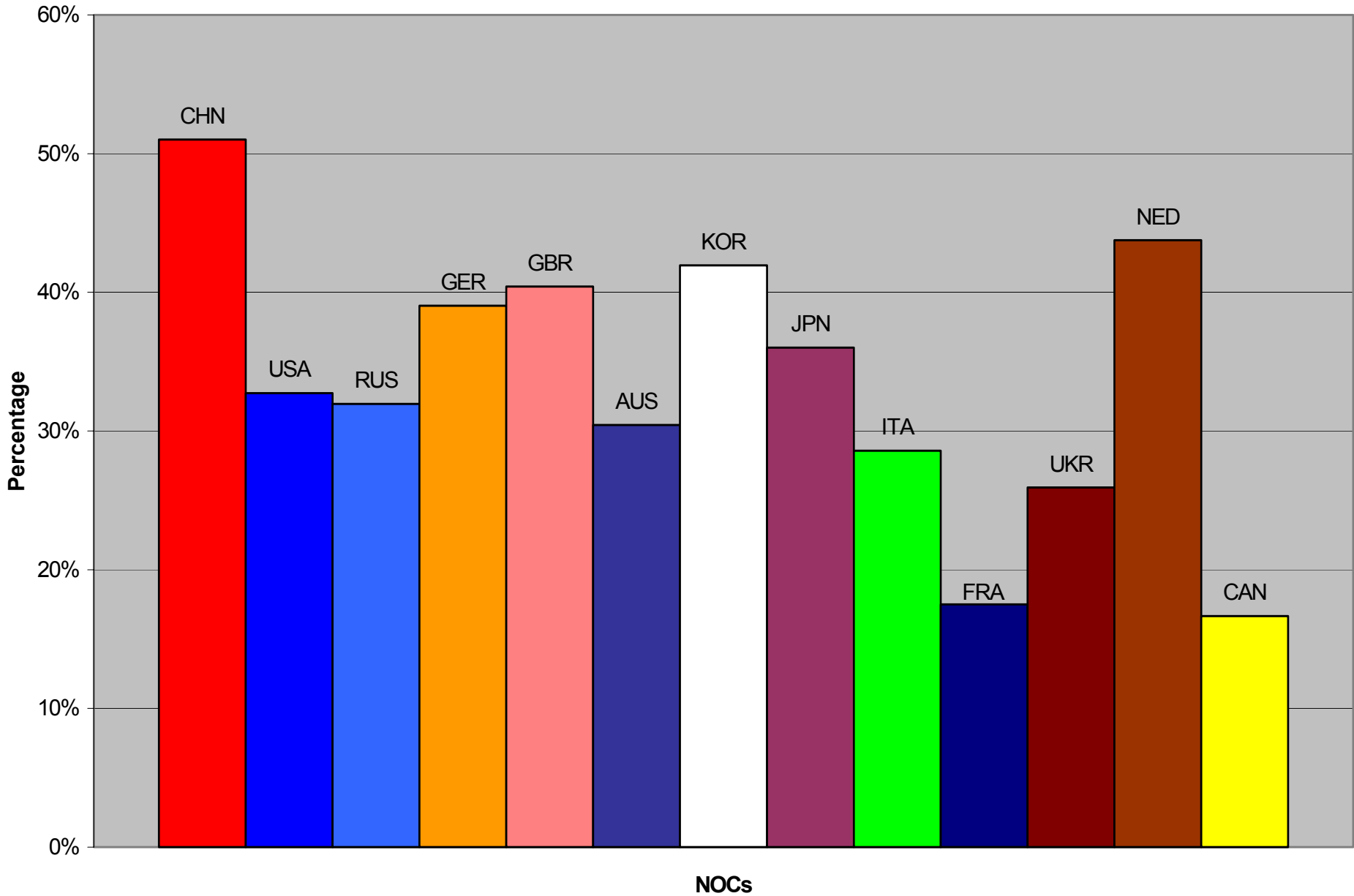
Geography of Olympic Medal Countries



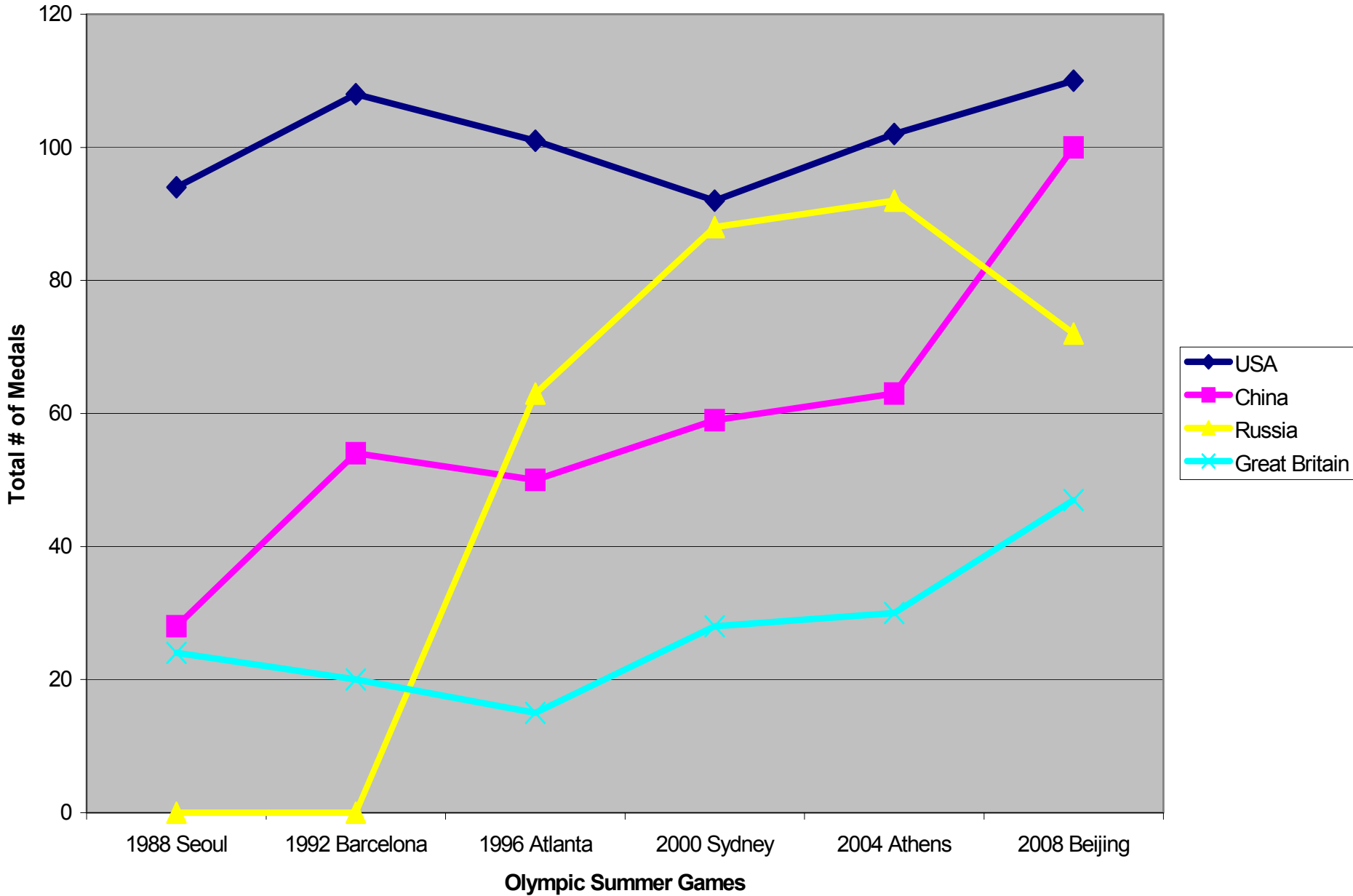
**Number of medals won by each consecutive group of 10 countries on the total medal table -
2004 & 2008**



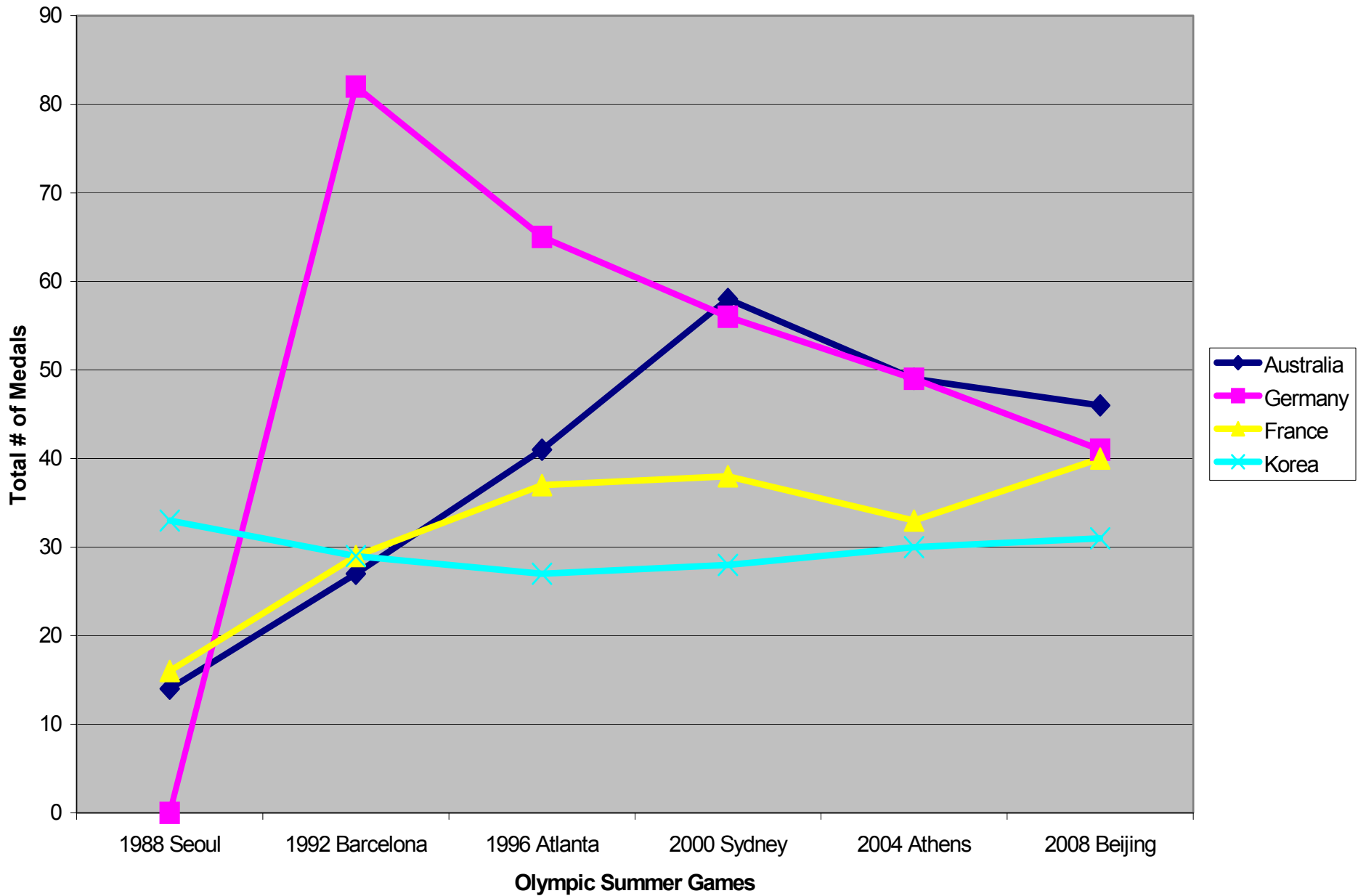
Percentage of Gold Medals v. Total Medals by NOC



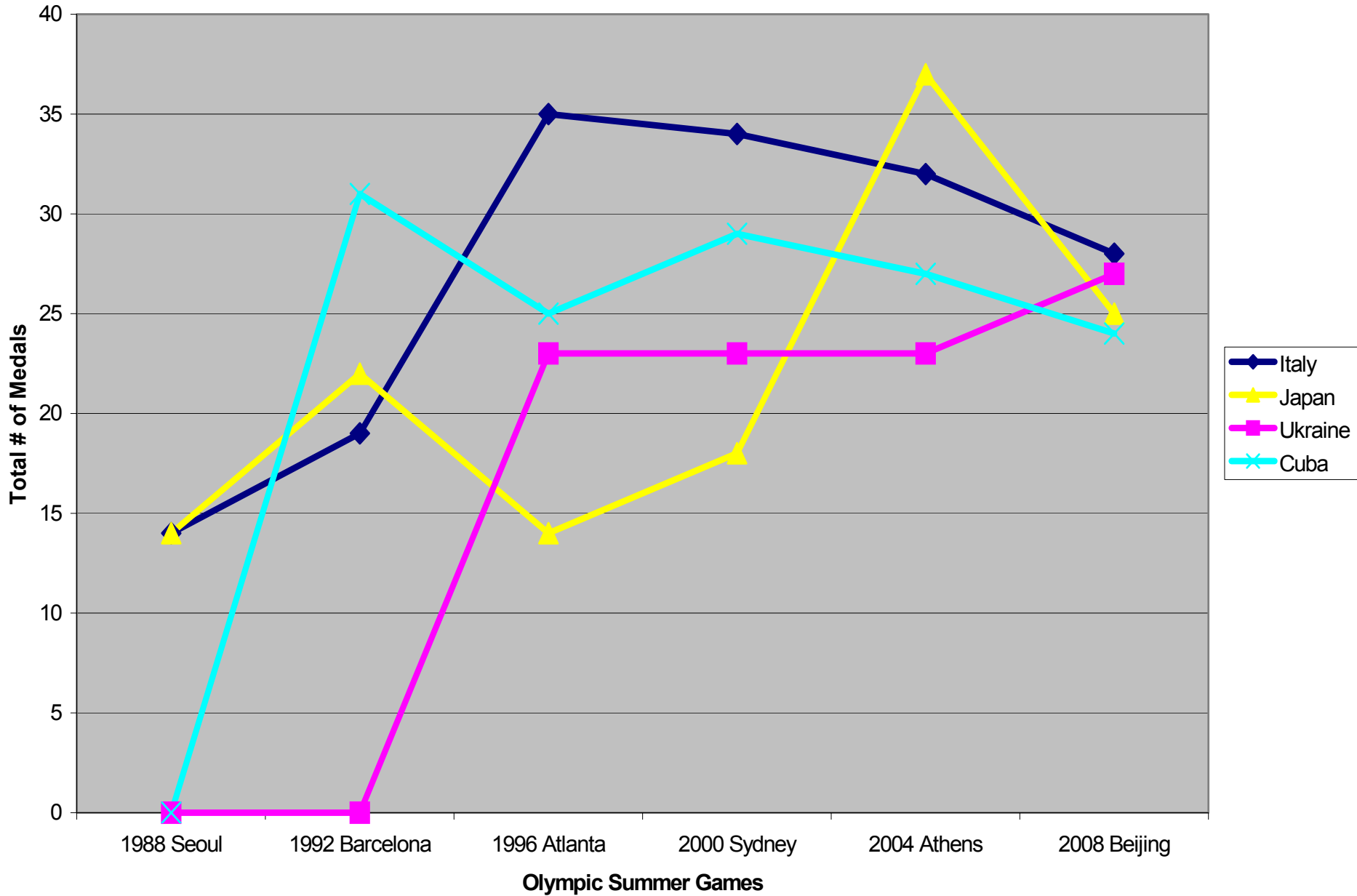
Top 4 NOCs in Beijing on the Total Medal Table (Overview 88-08)



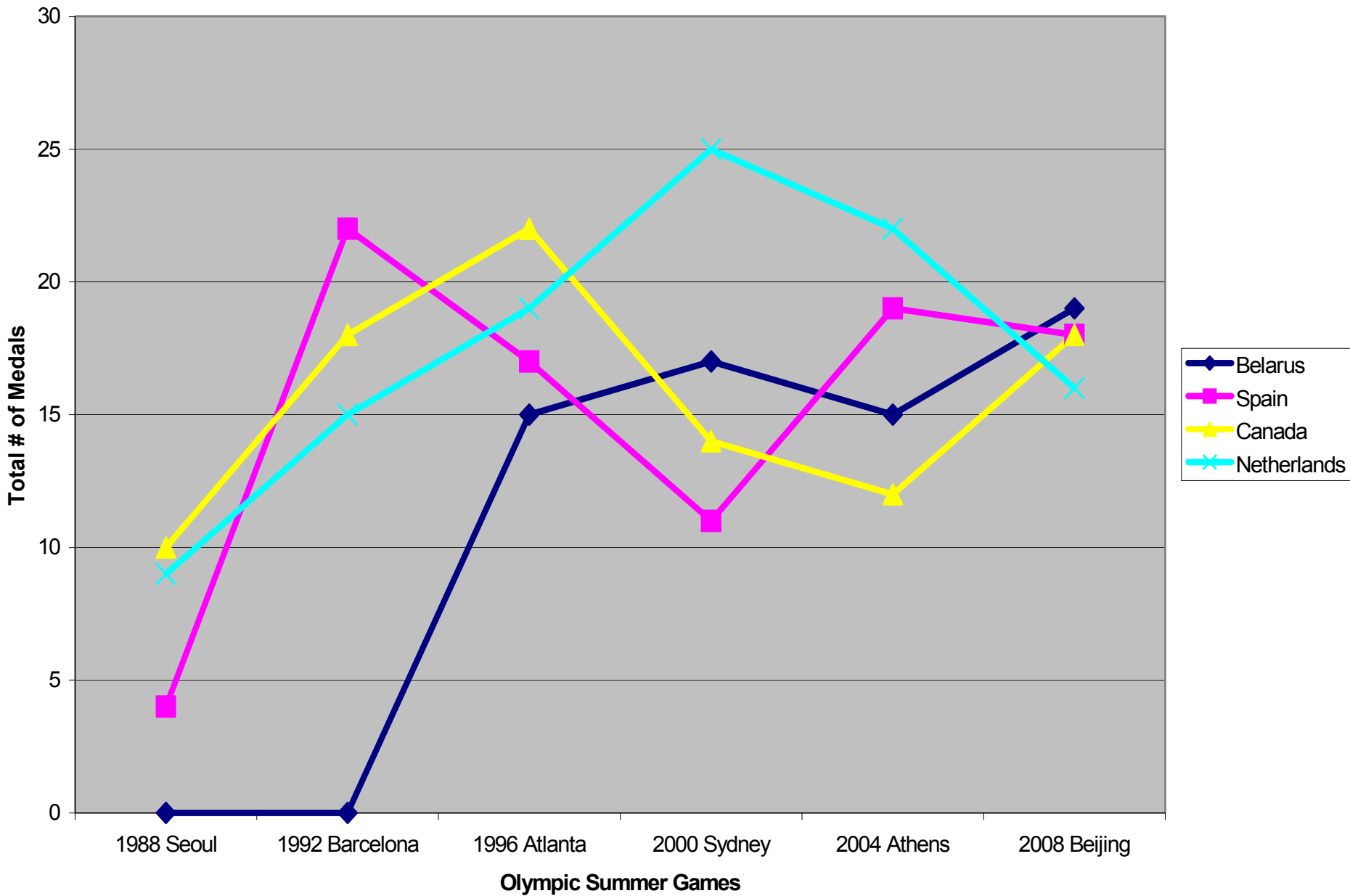
Top 5-8 NOCs in Beijing on the Total Medal Table (Overview 88-08)



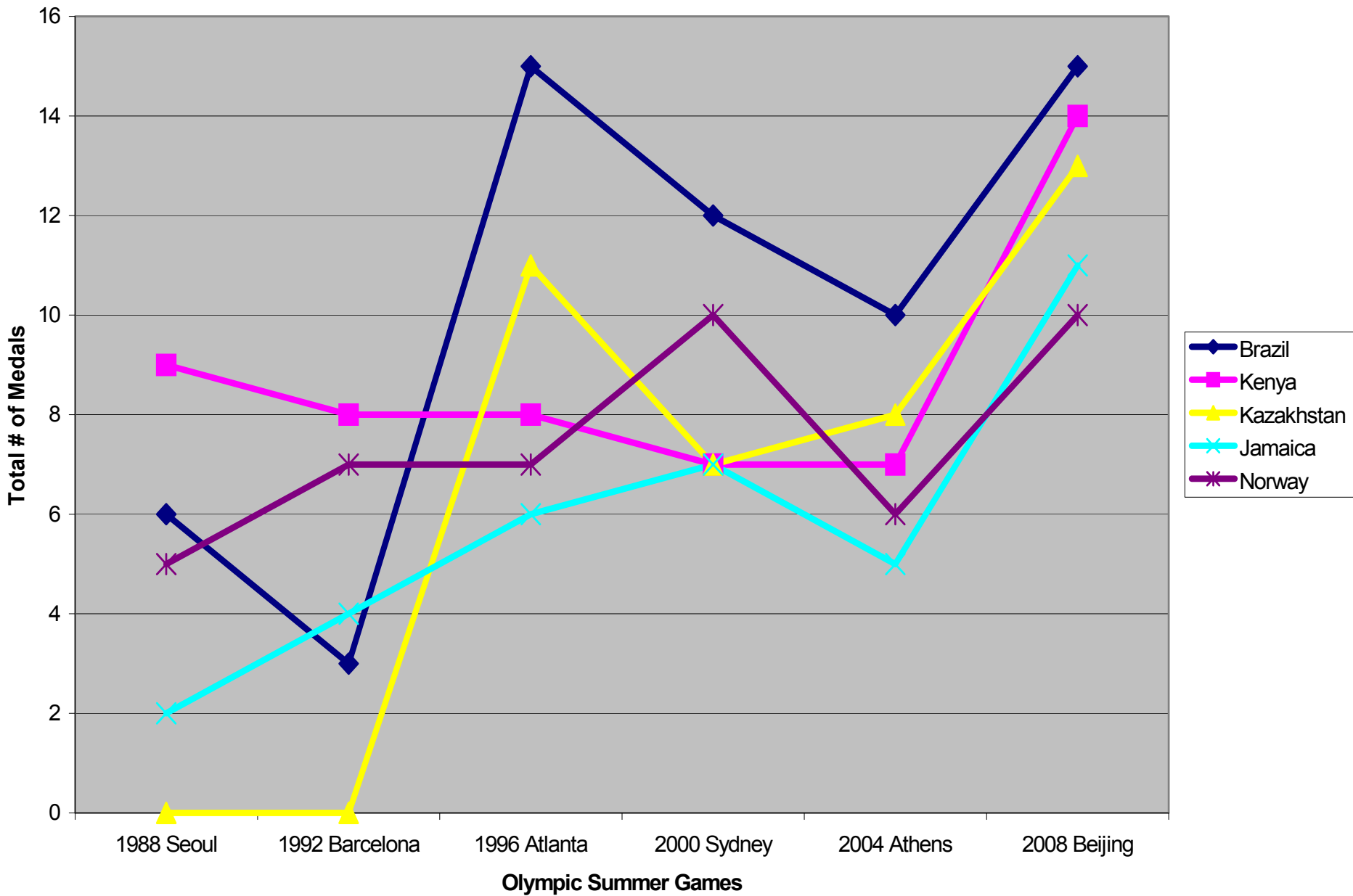
Top9-12 NOCs in Beijing on the Total Medal Table (Overview 88-08)



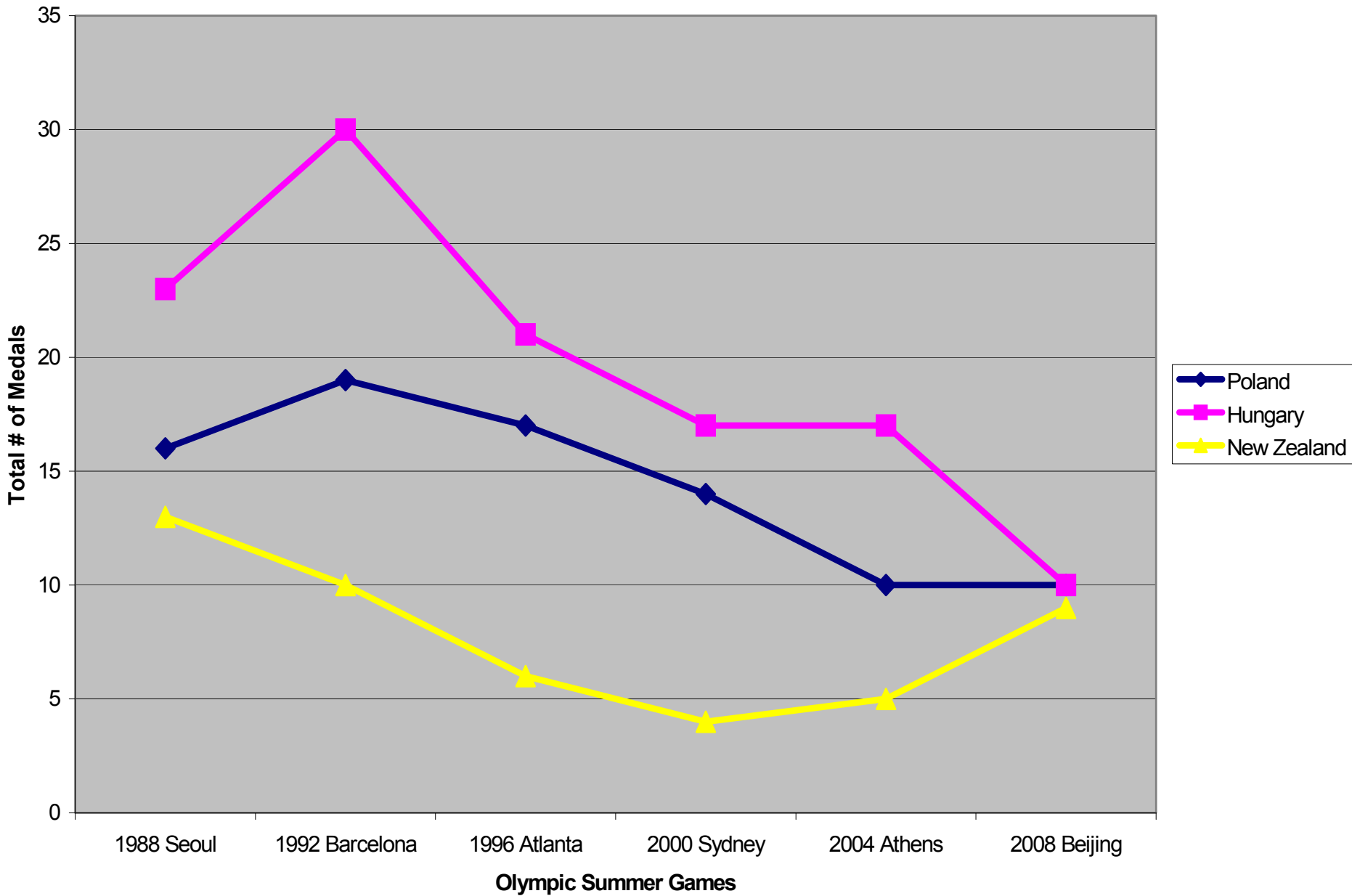
Top13-16 NOCs in Beijing on the Total Medal Table (Overview 88-08)



Top 17-21 NOCs in Beijing on the Total Medal Table (Overview 88-08)



Top 22-24 NOCs in Beijing on the Total Medal Table (Overview 88-08)

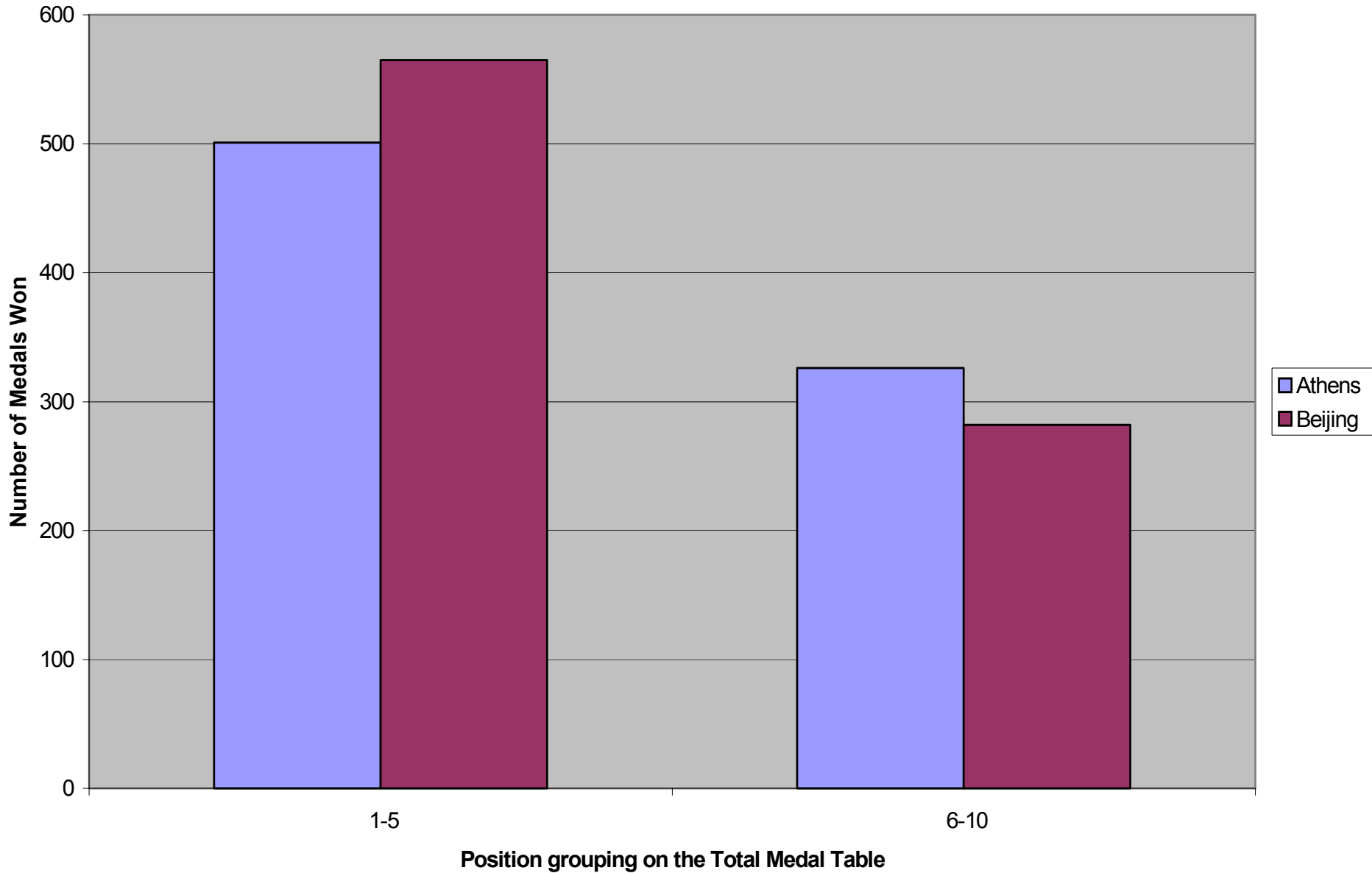




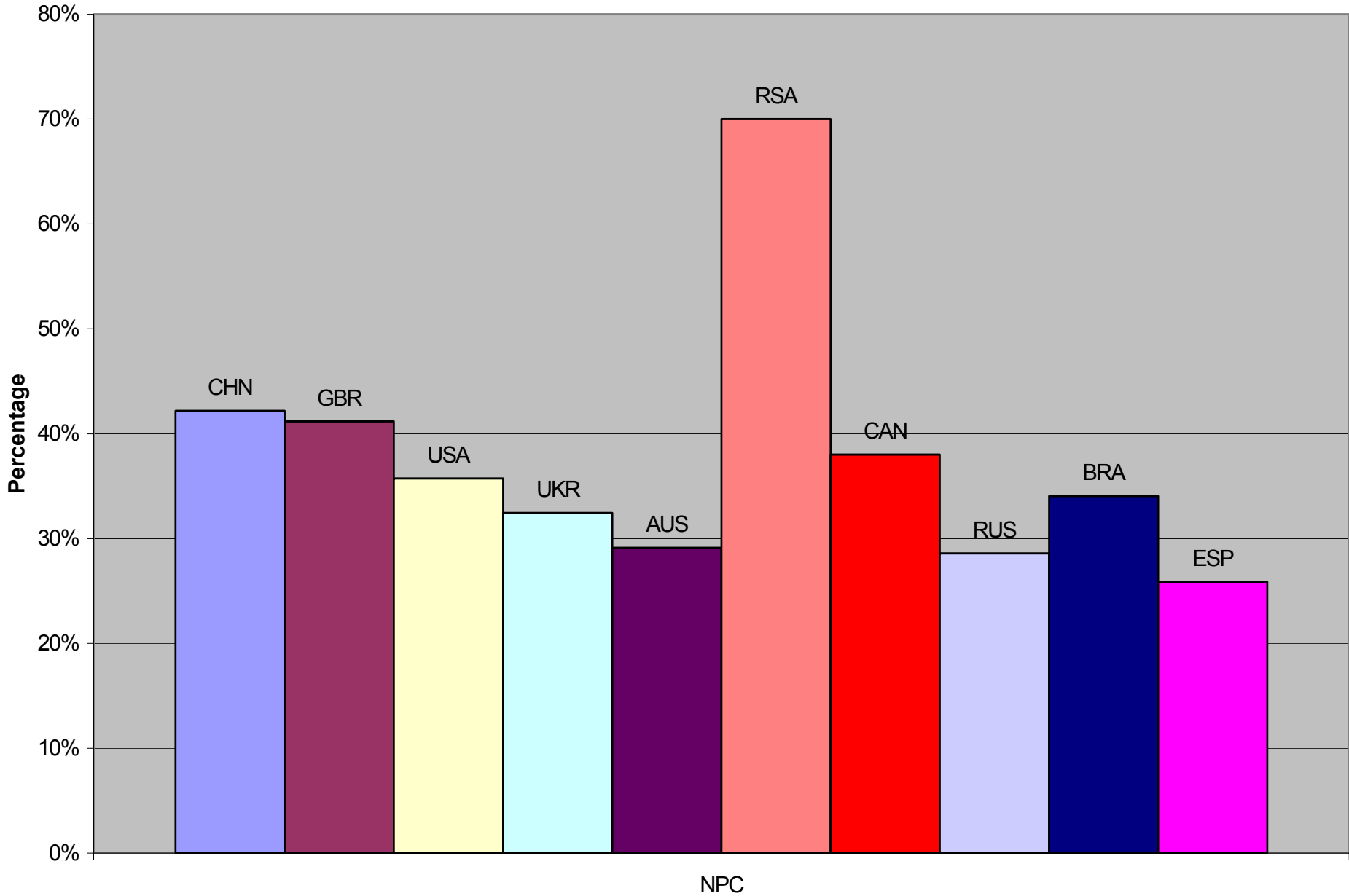
Paralympic Competitor Country Trends

Analysis of how countries are performing on the medal table since 2000 for the Paralympic Games.

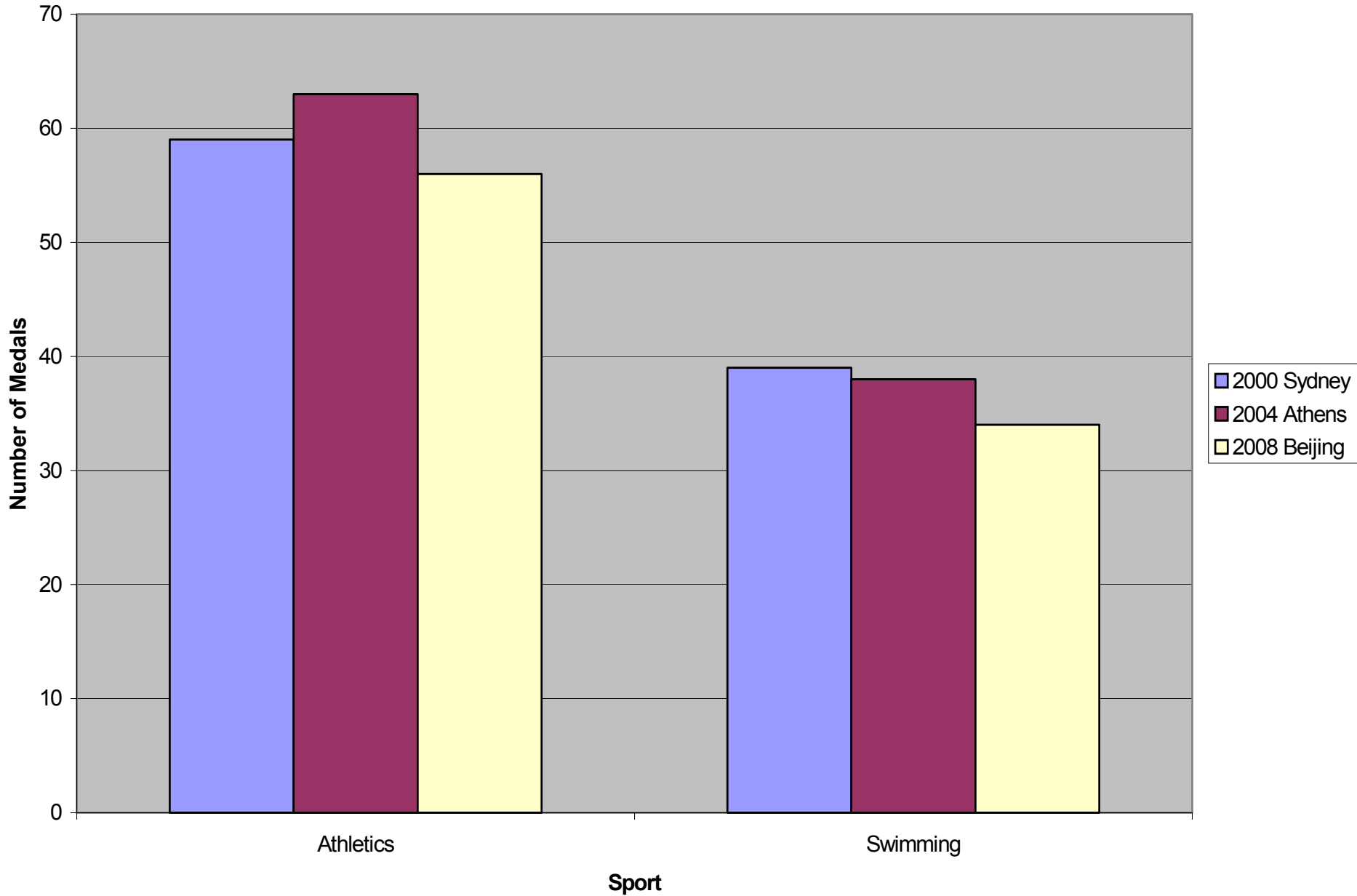
Number of medals won by each consecutive group of 5 countries on the total medal table - 2004 & 2008 Paralympics



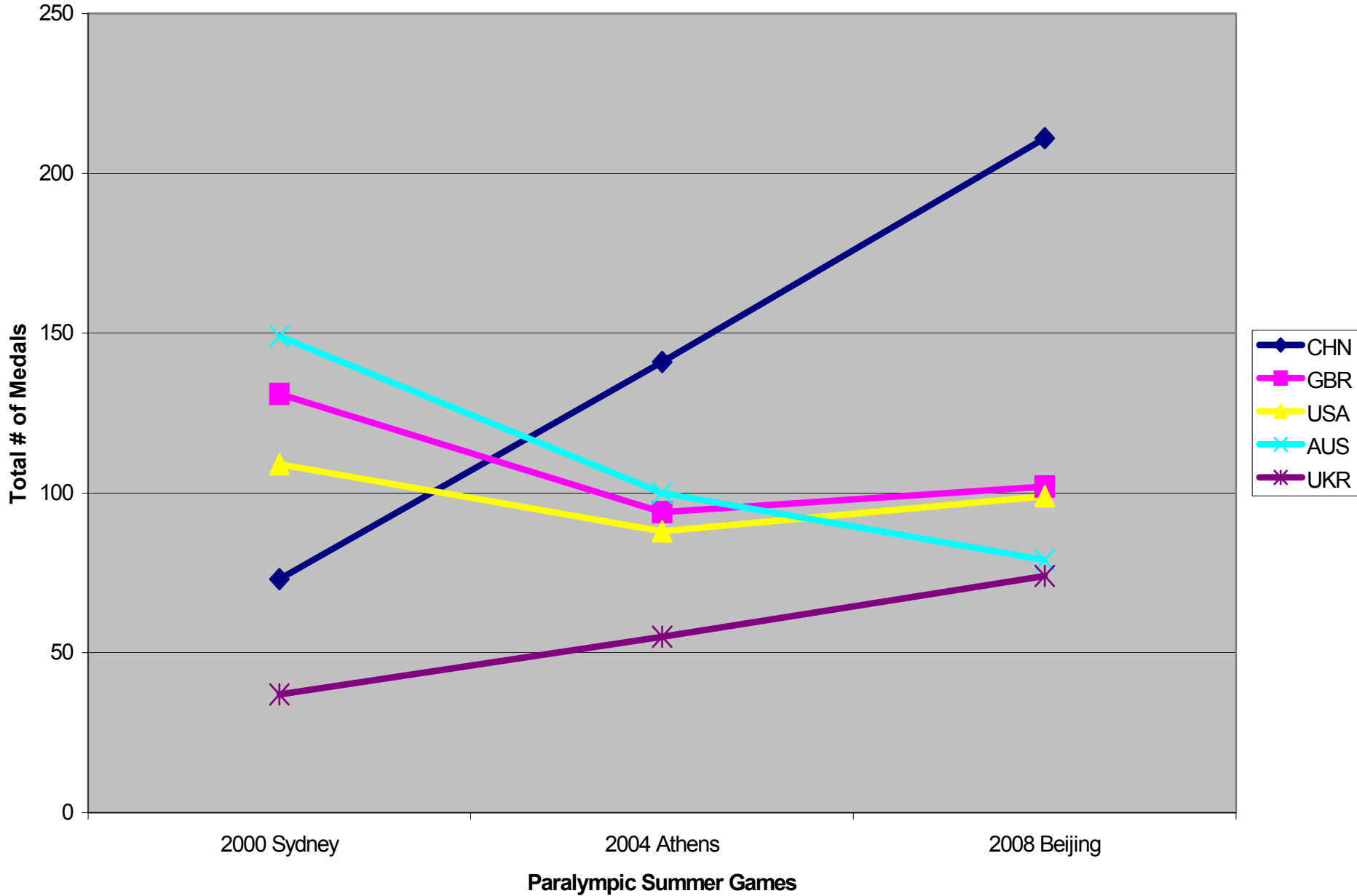
Percentage of Gold Medal vs. Total Medal by NPC



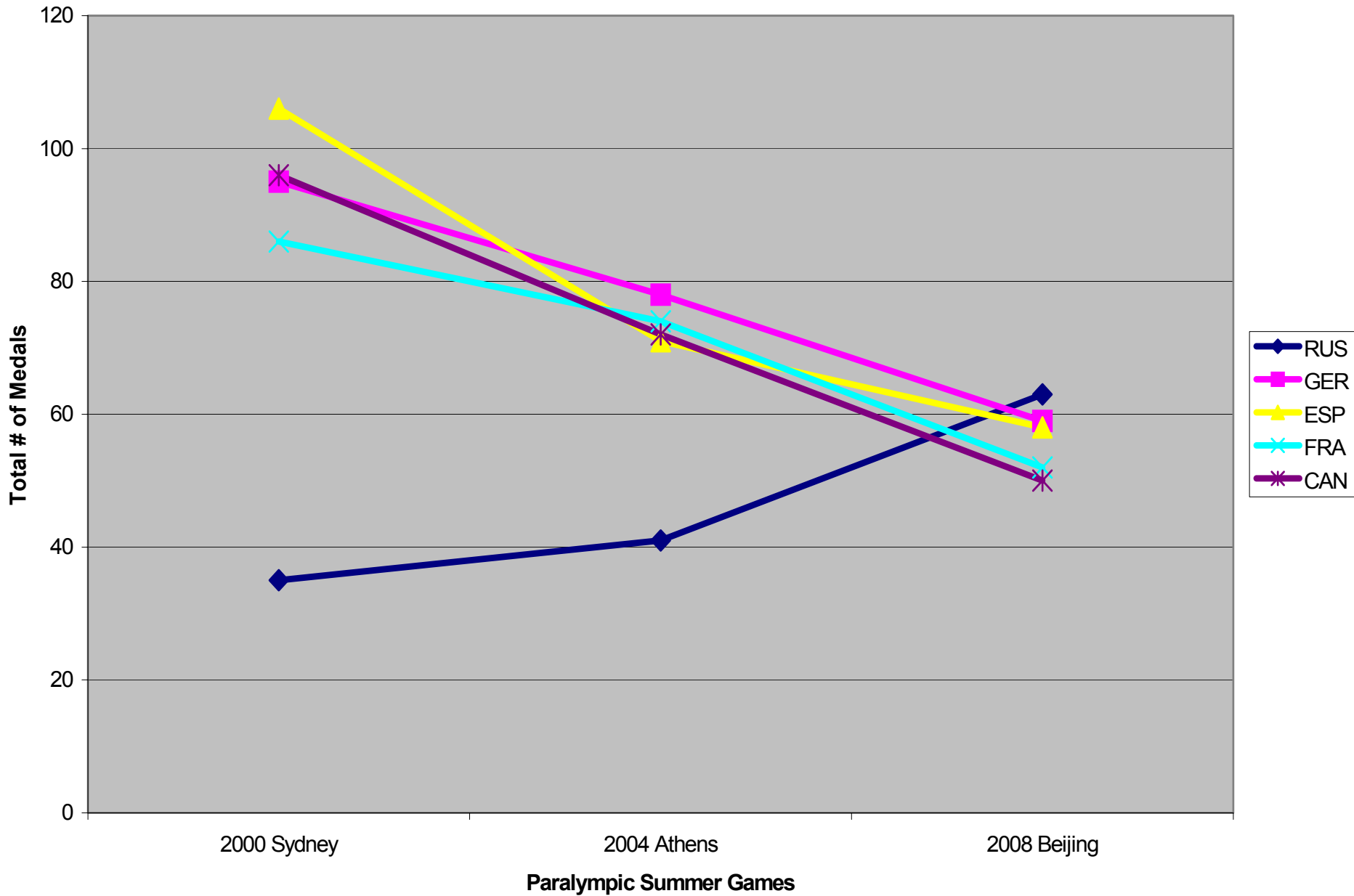
Number of countries winning medals in Paralympic Athletics and Swimming (2000 - 2008)



Top 5 NPCs on the Total Medal Table (Overview 00-08)



Top 6-10 NPCs on the Total Medal Table (Overview 00-08)





Olympic Competitor Country Medal Winning Sports

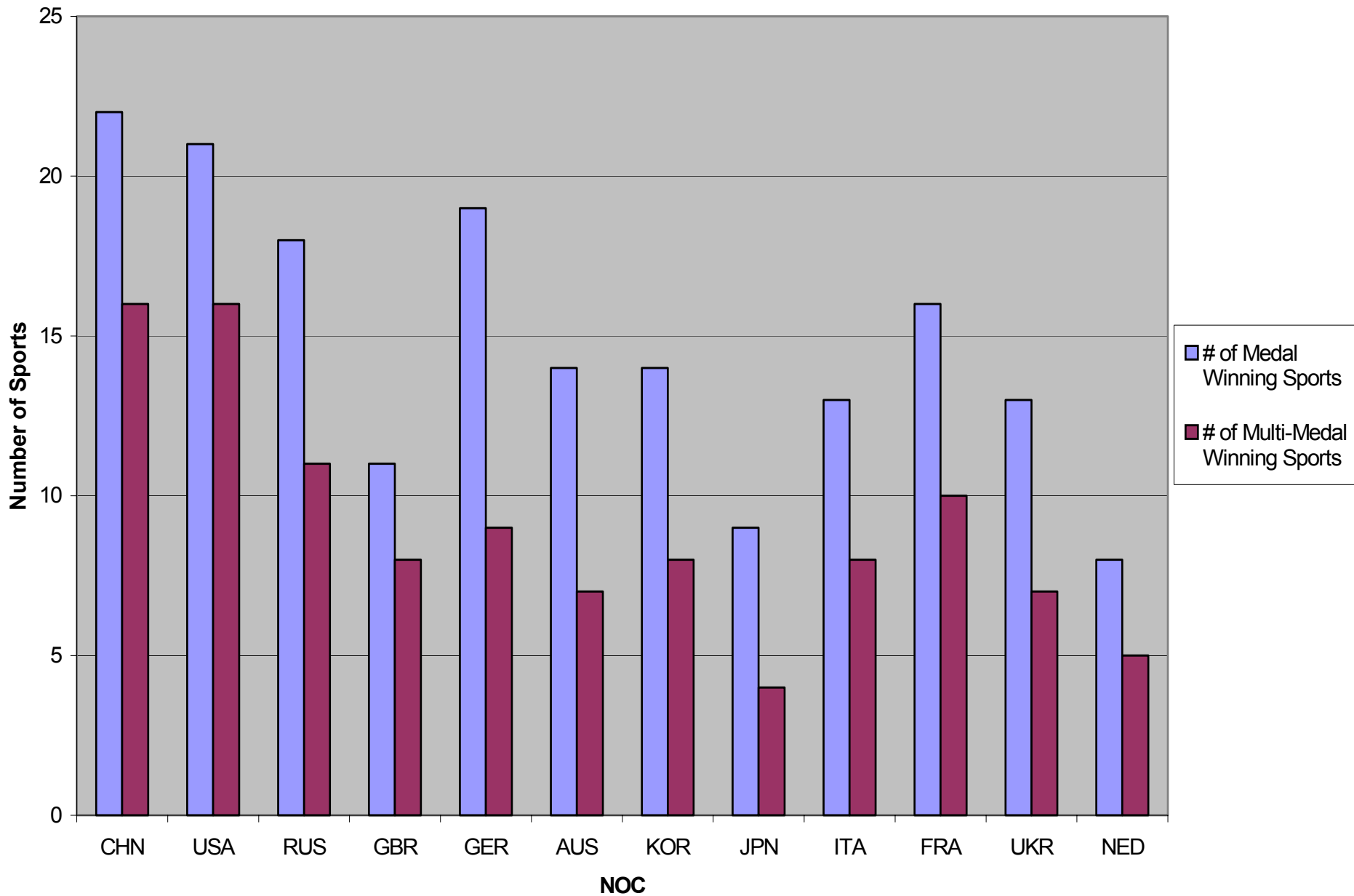
Analysis of how many and which
sports competitor countries win
their medals in.

Beijing – Medal Winning Sports vs. Number of Multi-Medal Winning Sports

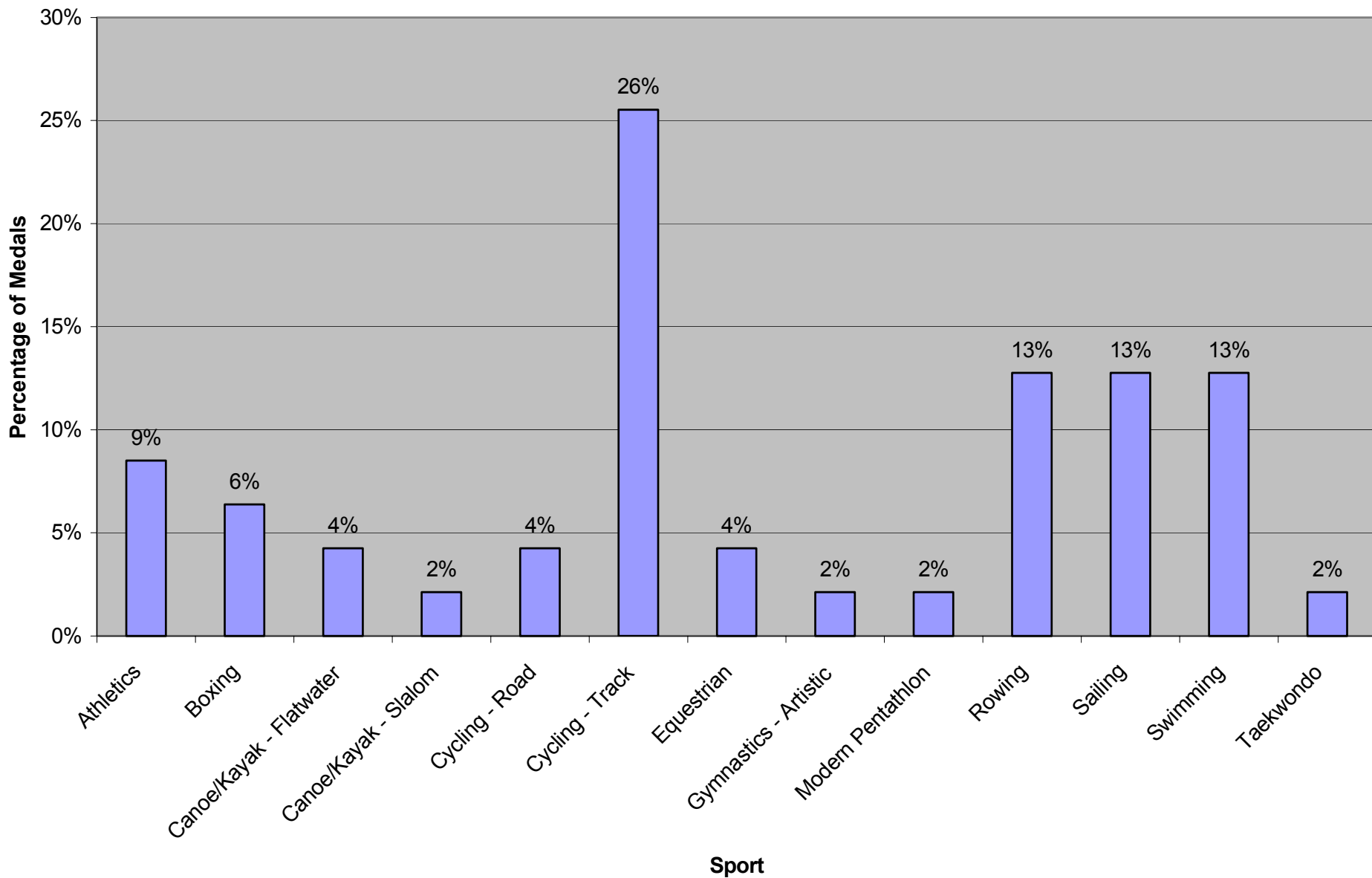


NOC	# of Medal Winning Sports	# of Multi Medal Winning Sports
CHN	22	16
USA	21	16
RUS	18	11
GBR	11	8
GER	19	9
AUS	14	7
KOR	14	8
JPN	9	4
ITA	13	8
FRA	16	10
UKR	13	7
NED	8	5

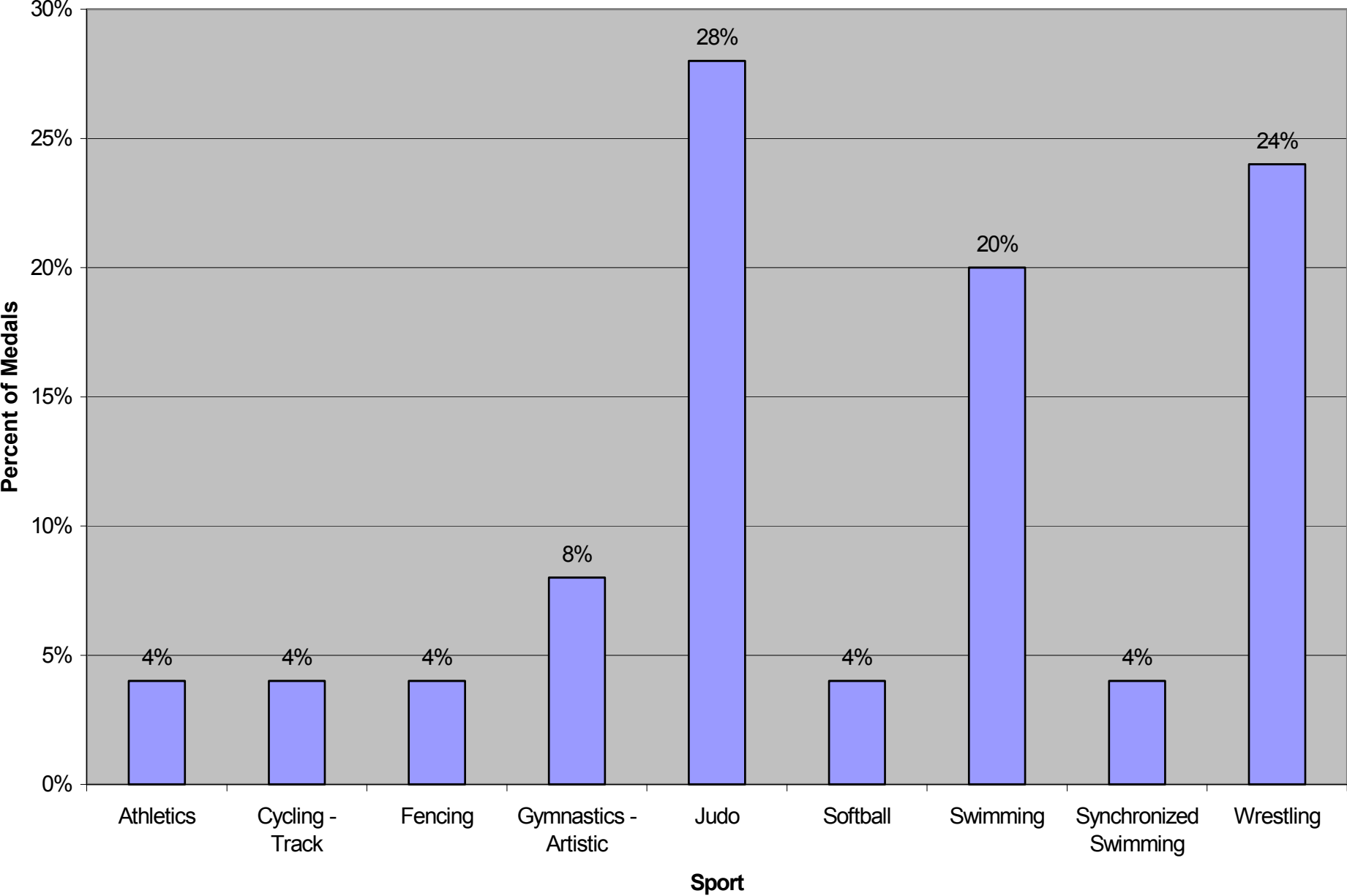
Top12 NOCs - Number of Medal Winning Sports and Number of Multi-Medal Winning Sports



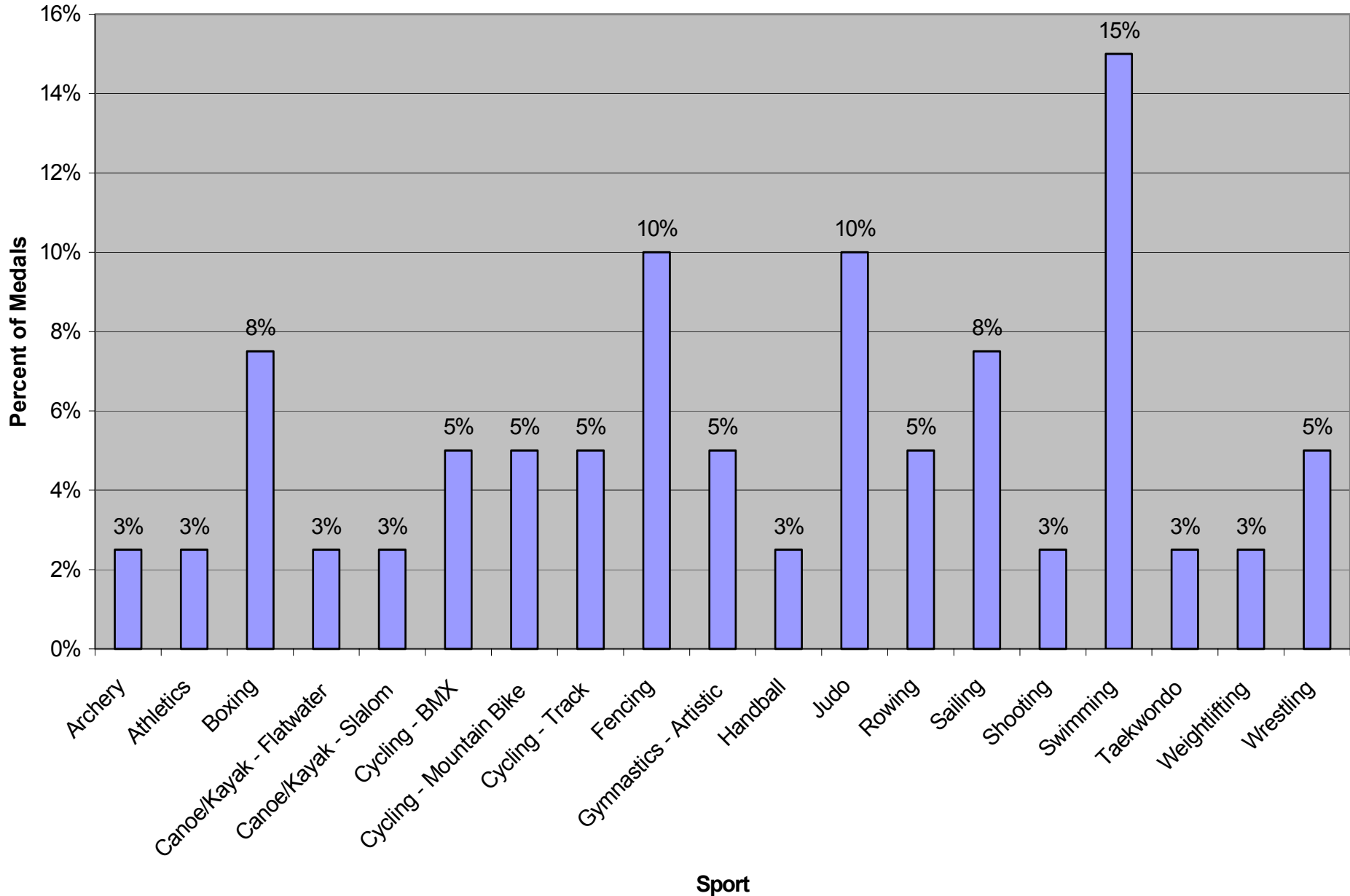
GBR (4th on Gold, 4th on Total) - Percentage of Medals won by Sport



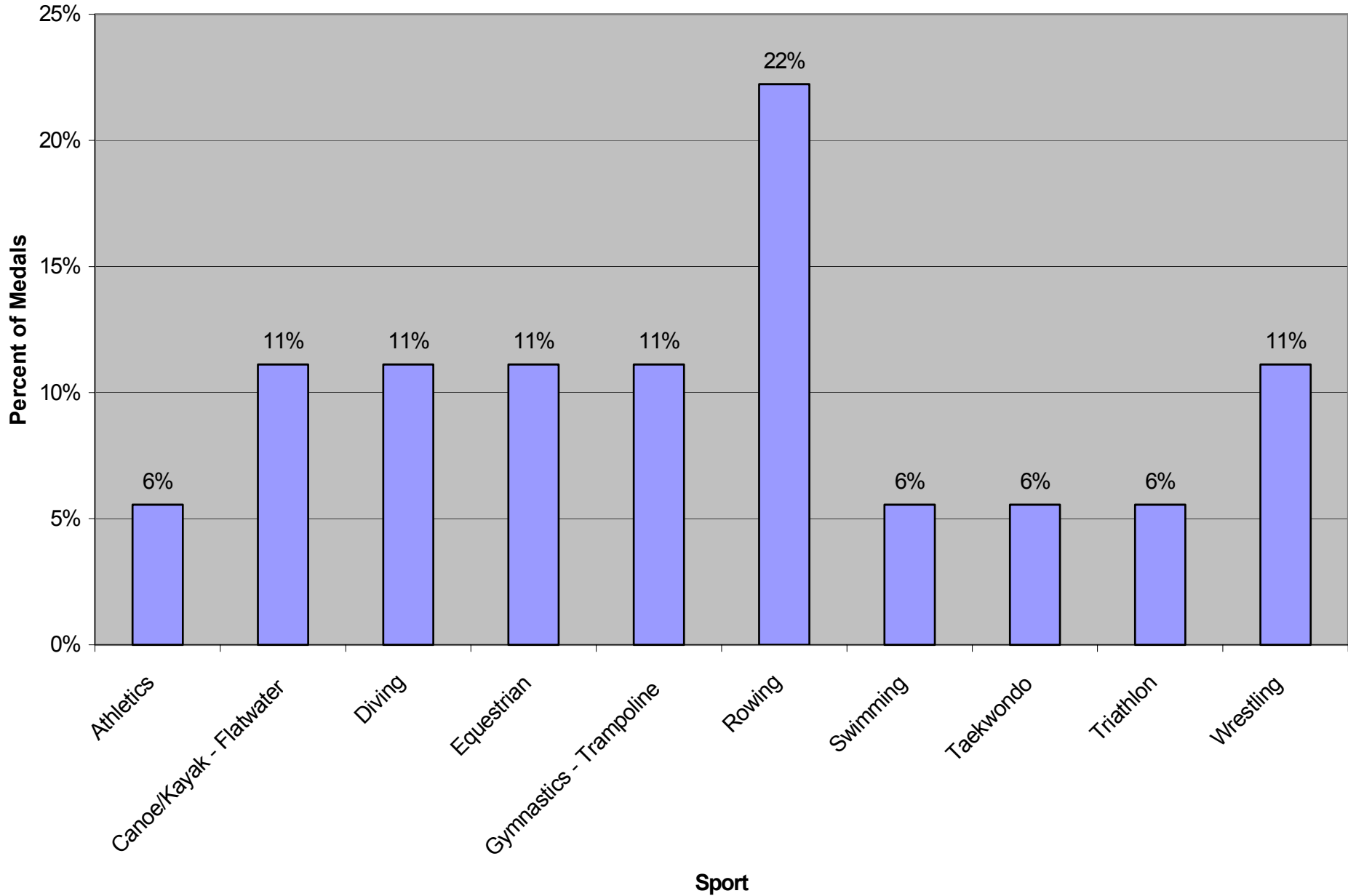
JPN (8th on Gold, 11th on Total) - Percent of Medals won by Sport



FRA (10th on Gold, 7th on Total) - Percentage of Medals won by Sport



CAN (19th on Gold, 14th on Total) - Percent of Medals won by Sport





Olympic Sport Trends

Analysis of which countries are performing in sports that Canada medaled in.

Multi Medal Olympic Sports

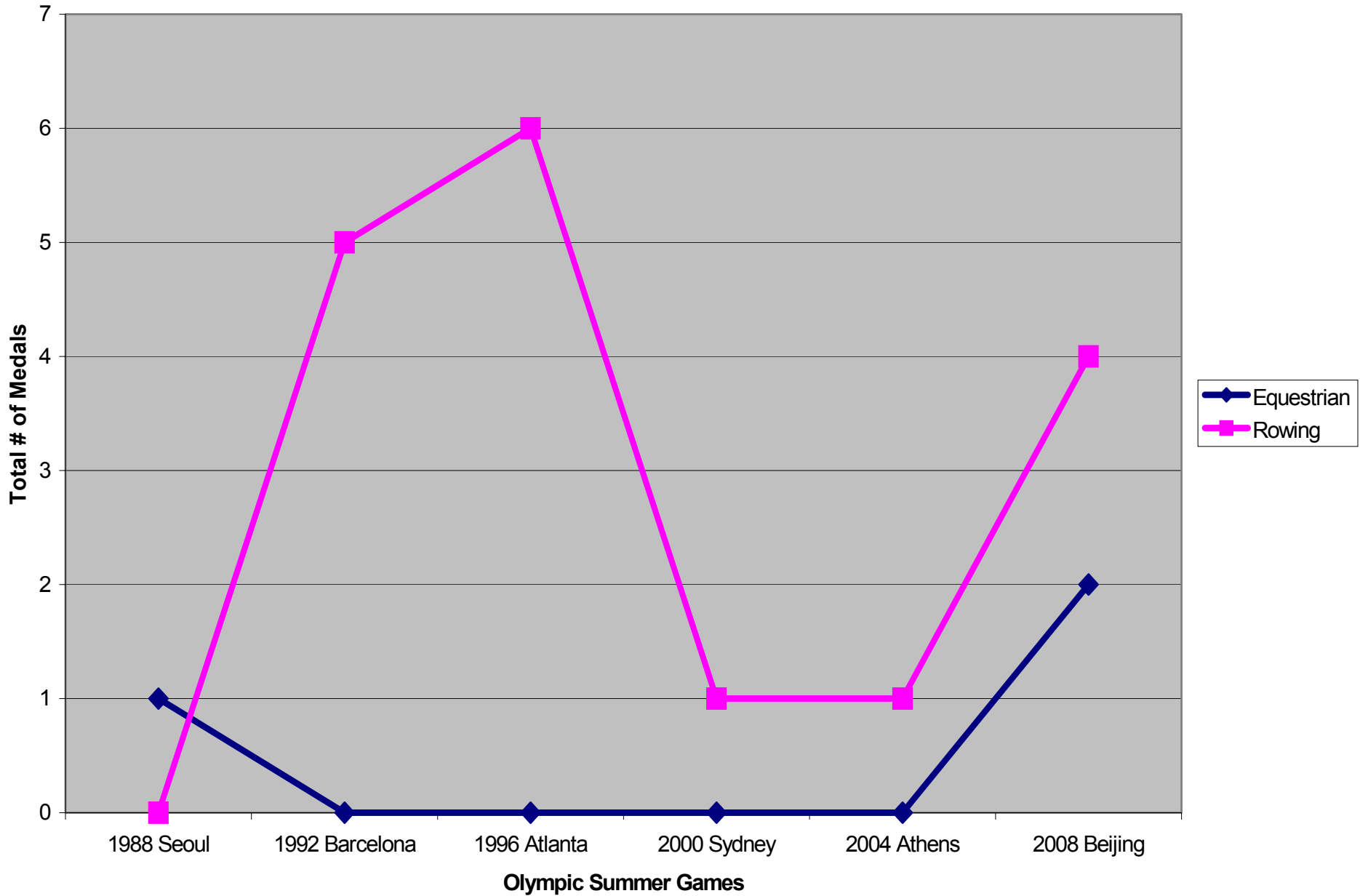


There were 6 multi medal winning sports:

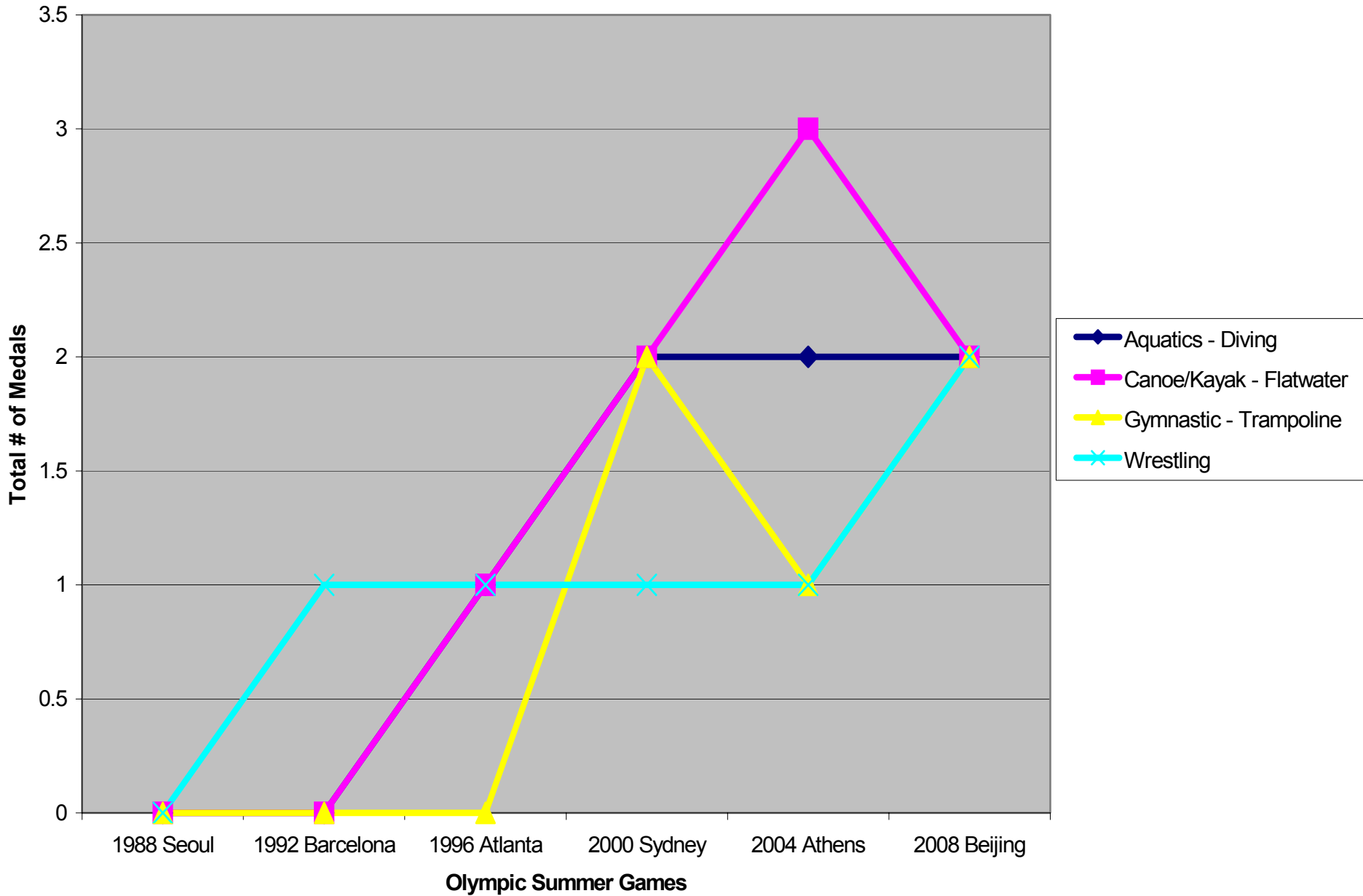
- Rowing
- Equestrian
- Diving
- Wrestling
- Canoe/Kayak
- Gymnastics Trampoline

These sports won 14 out of 18 medals or 77% of Canada's total.

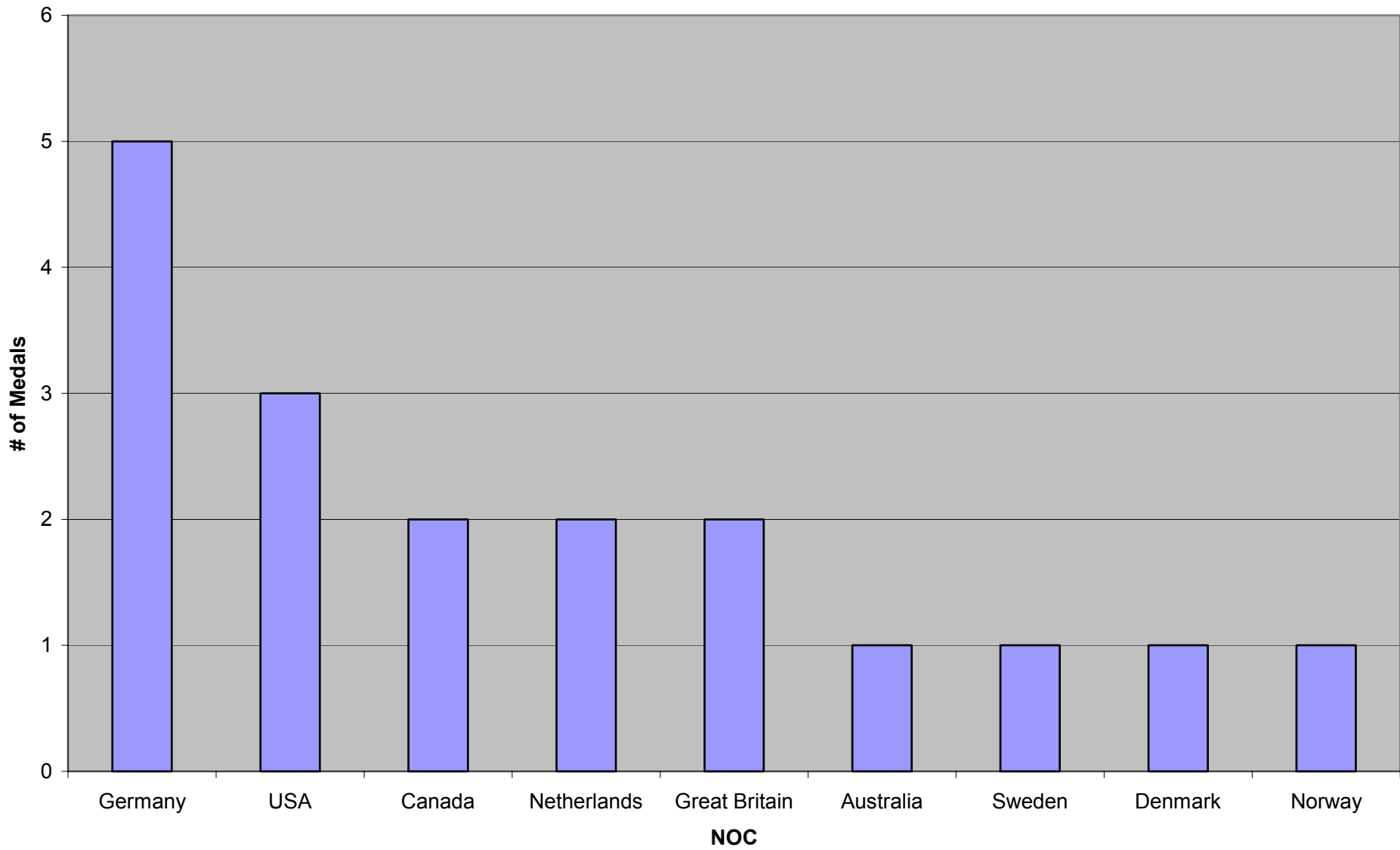
Improved Multi-Medal Sports (Overview 88-08)



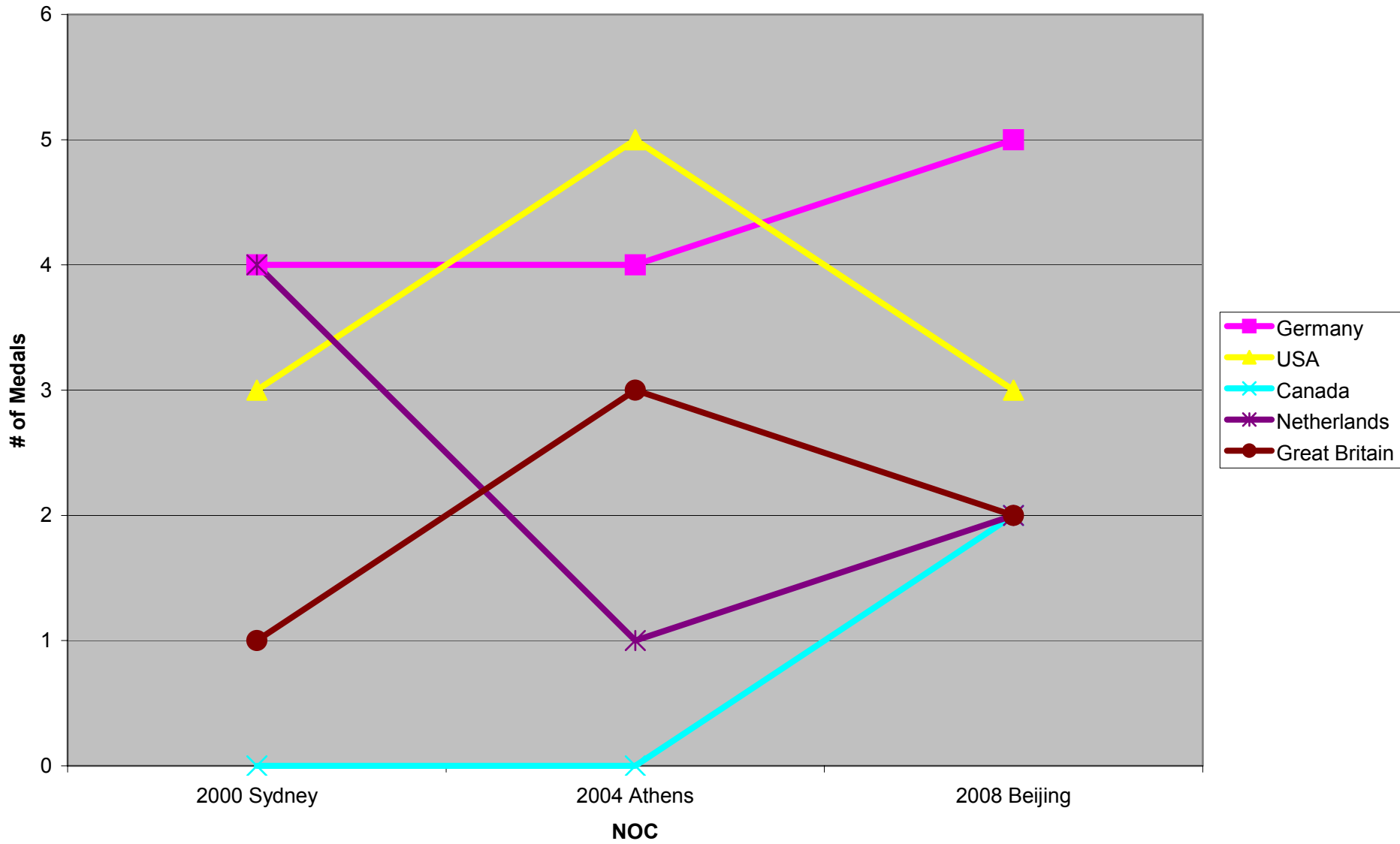
Consistent Contributors to the Medal Count (Overview 88-08)



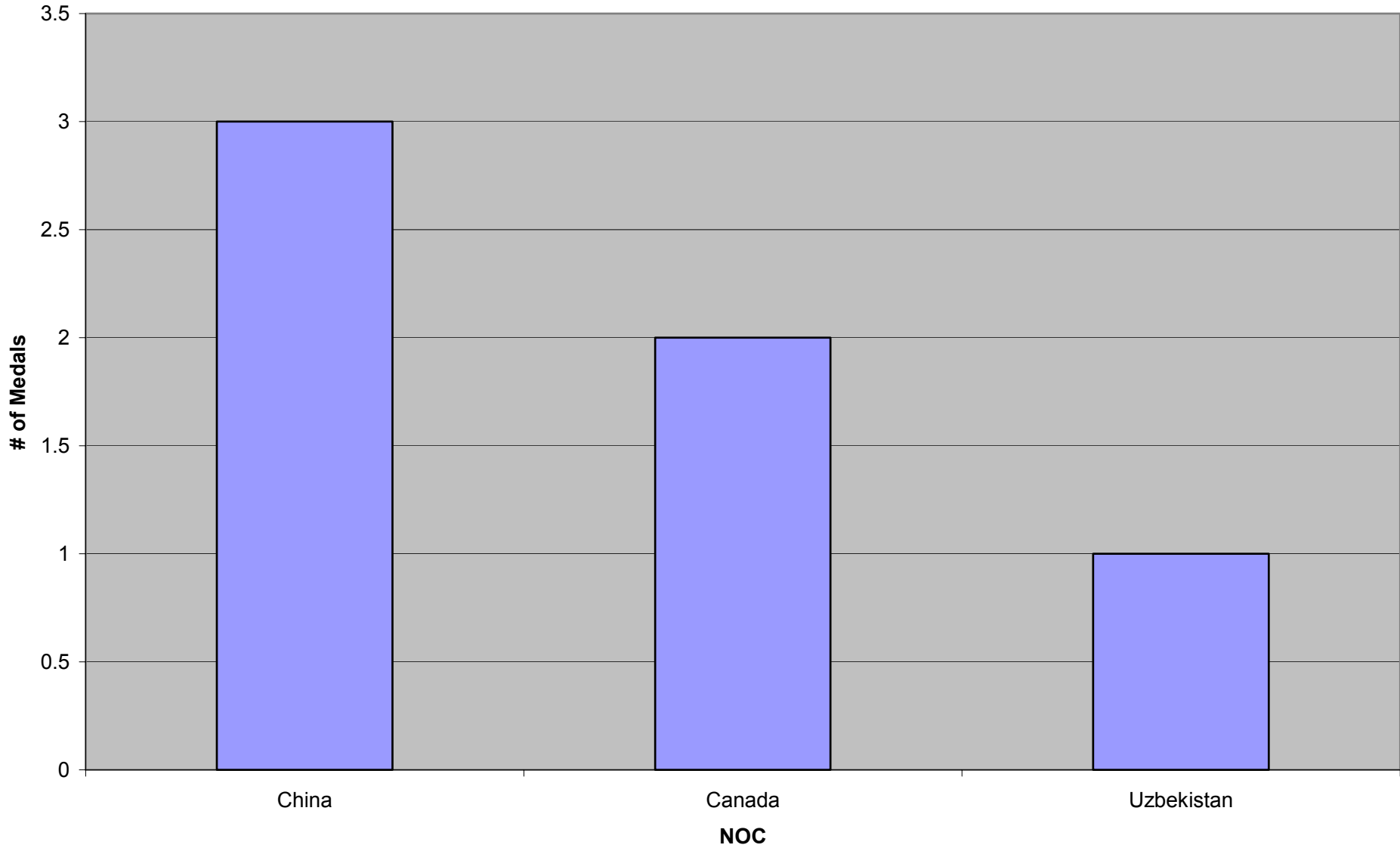
Equestrian - Medals by NOC



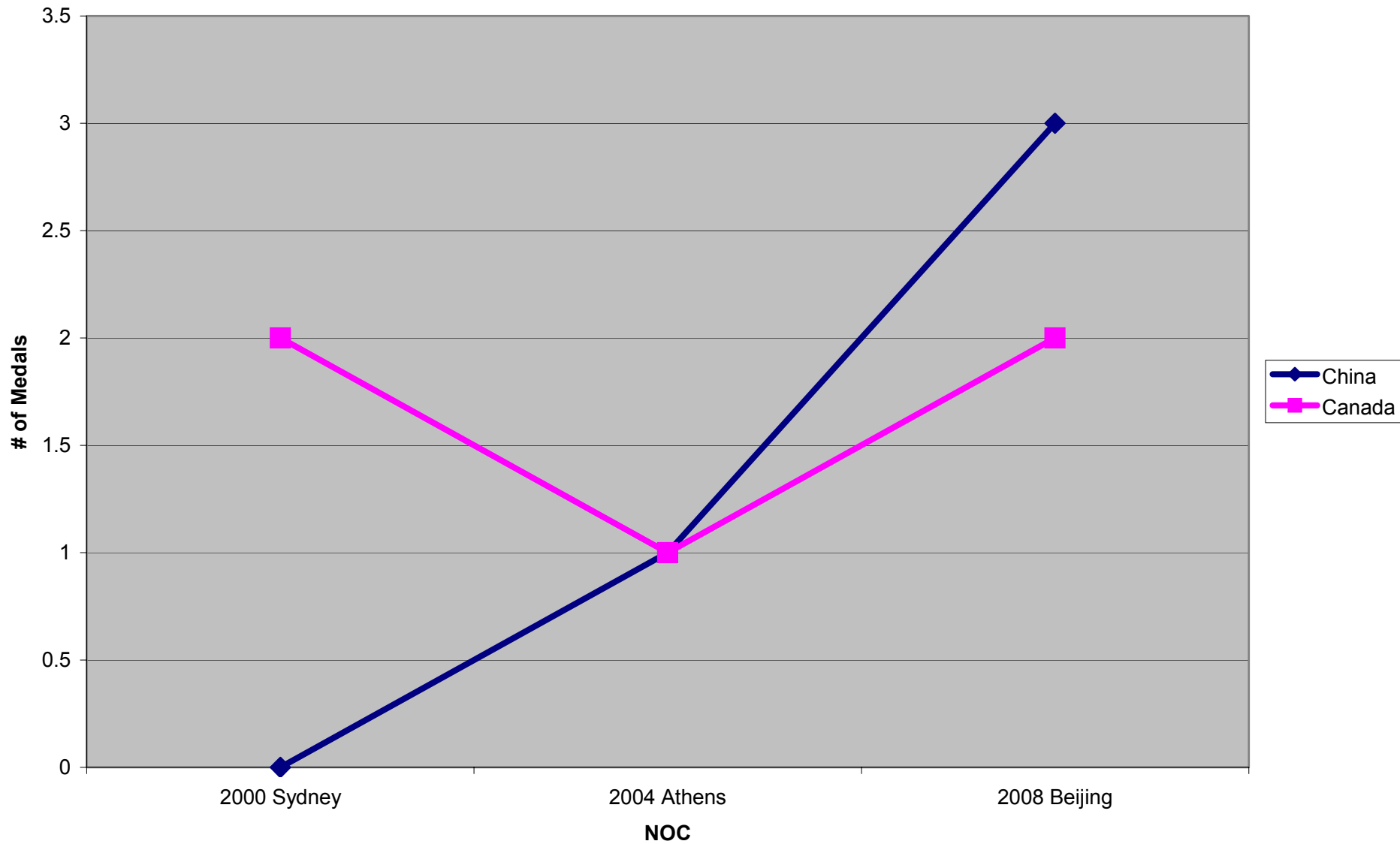
Equestrian - Medal trends by NOC (00-08)



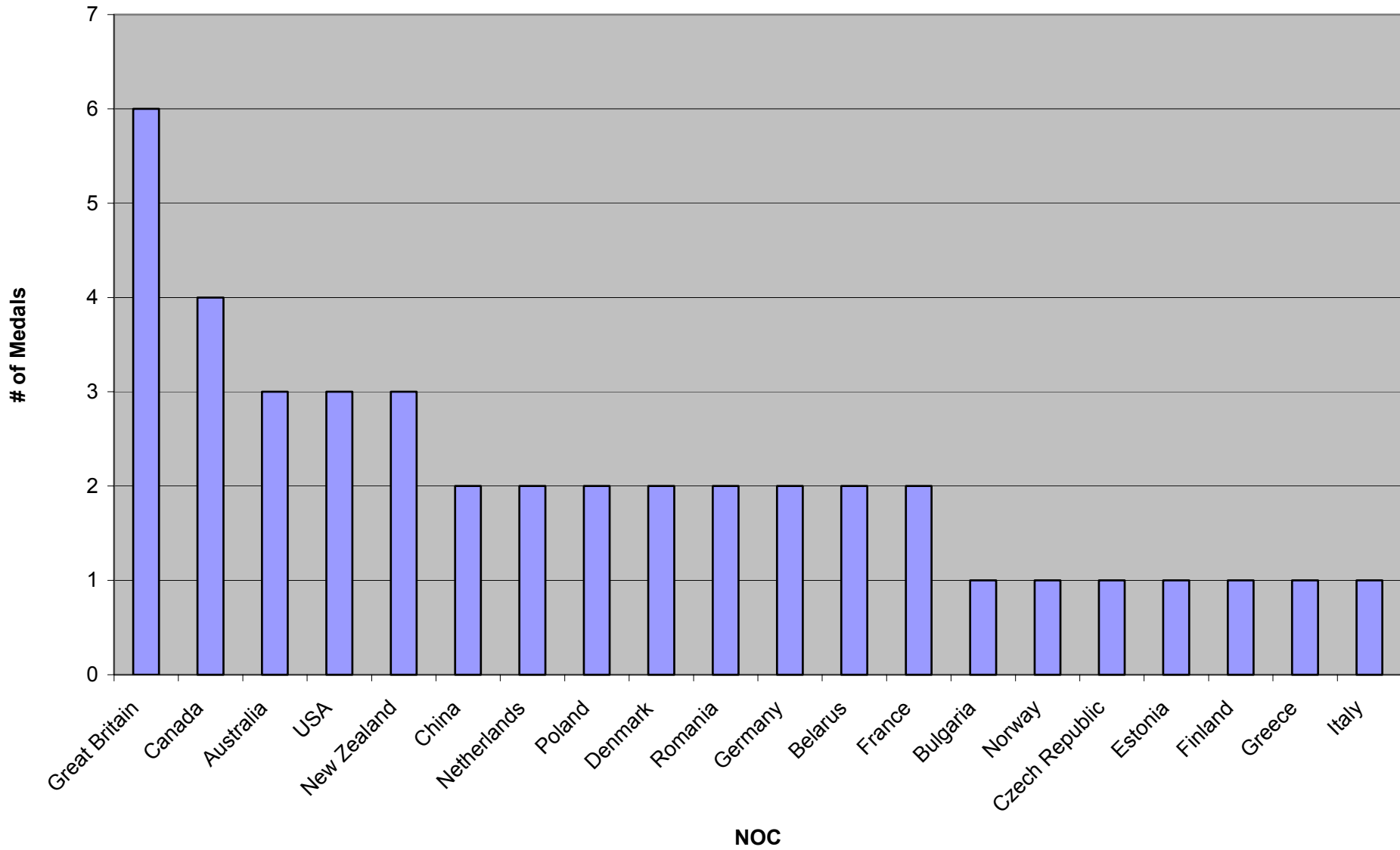
Gymnastics Trampoline - Medals by NOC



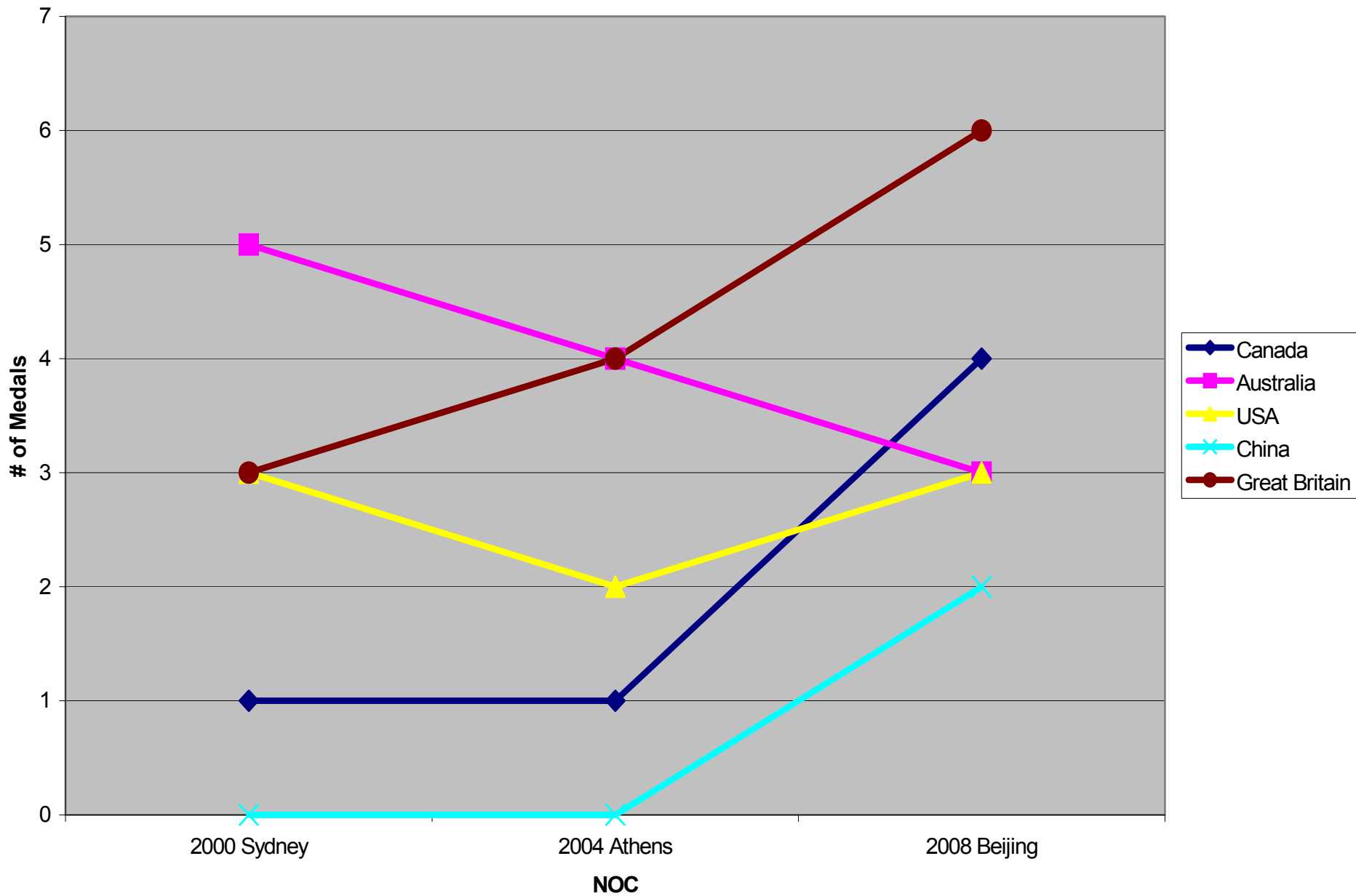
Gymnastics Trampoline - Medal trends by NOC (00-08)



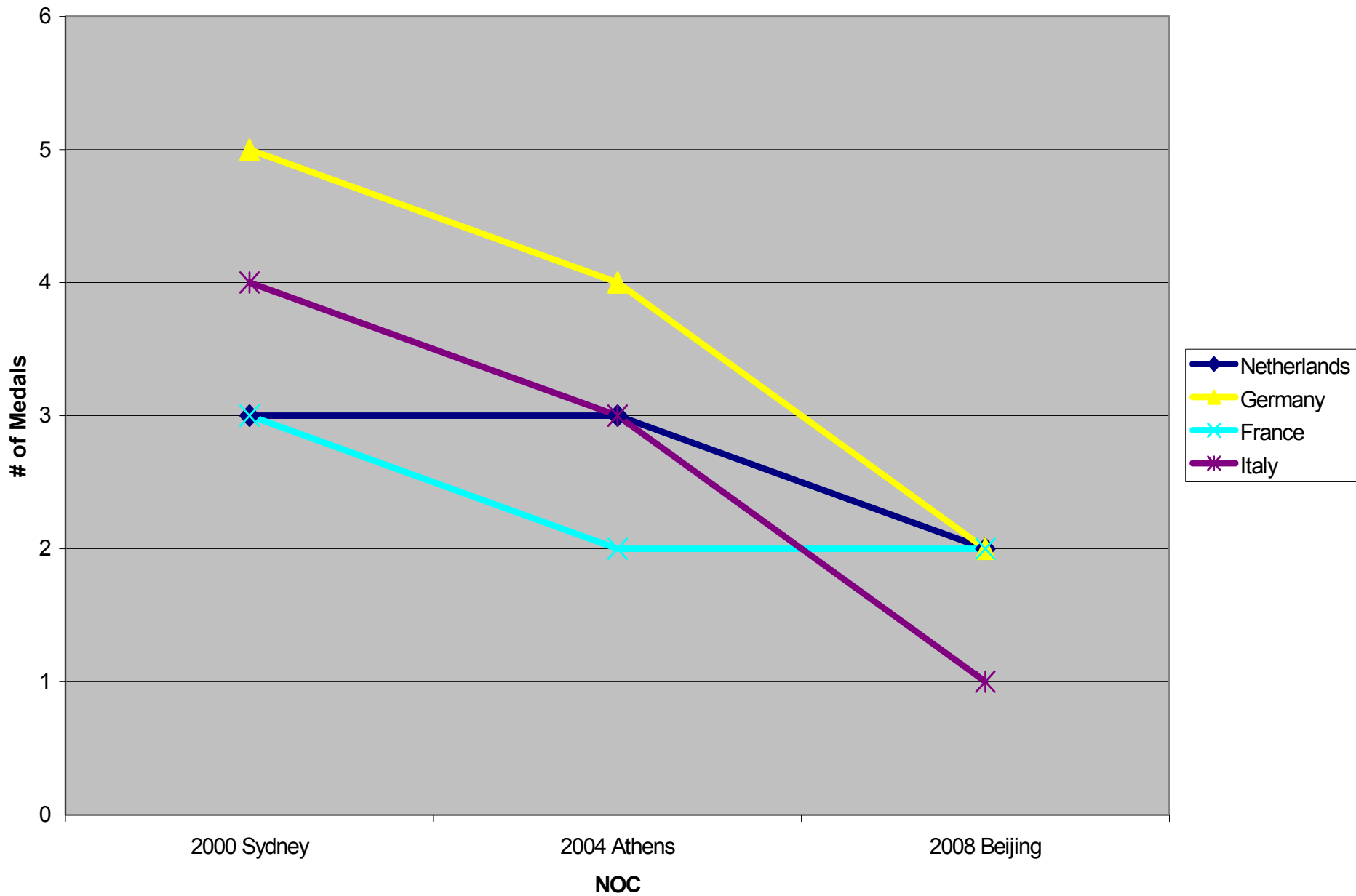
Rowing - Medals by NOC



Rowing - Medal trends by NOC (00-08) 1



Rowing - Medal trends by NOC (00-08) 2





Paralympic Sport Trends

Analysis of which countries are performing in sports that Canada medaled in.

Multi Medal Paralympic Sports

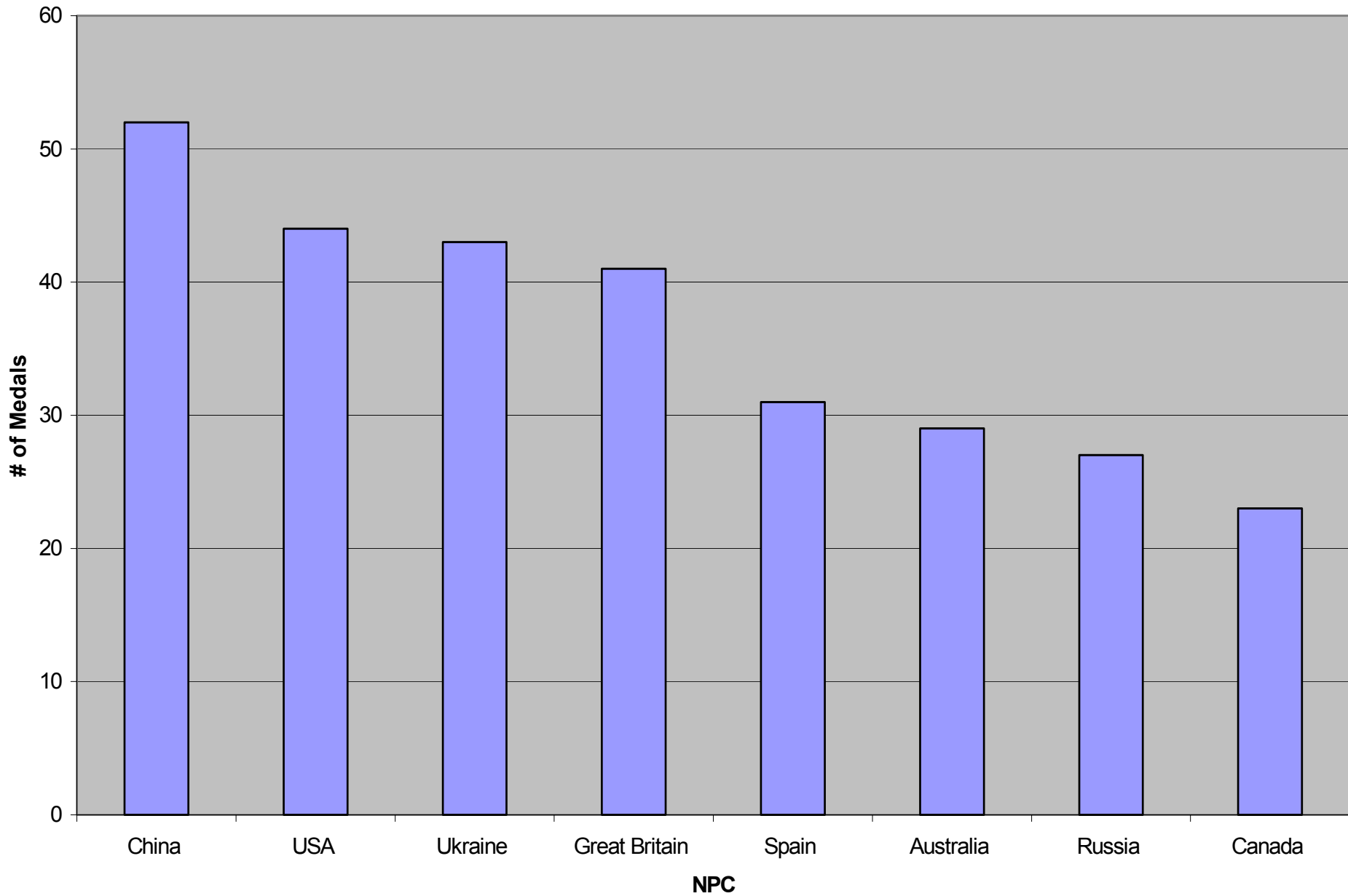


There were 5 multi medal winning sports:

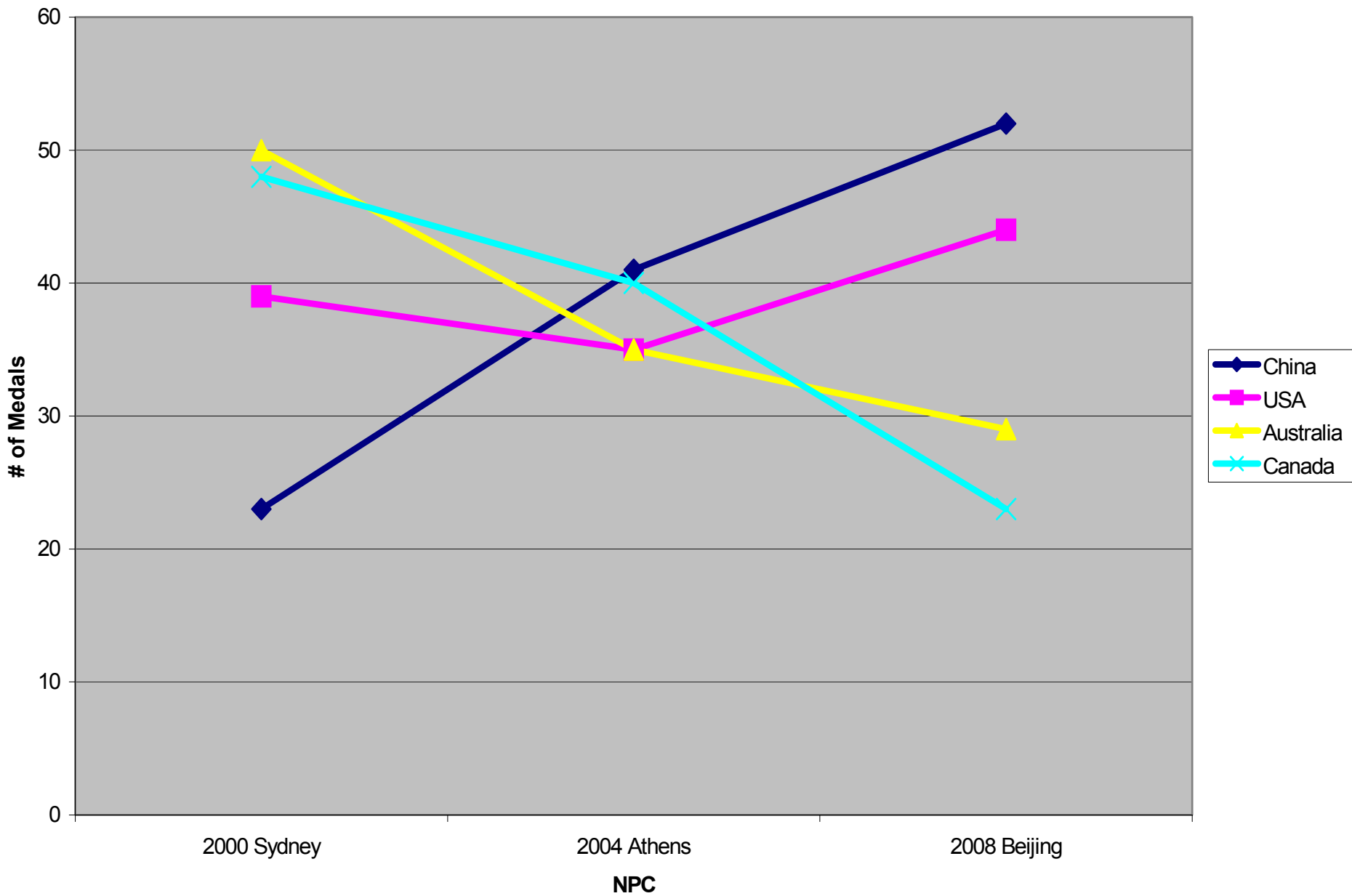
- Swimming
- Athletics
- Equestrian
- Cycling
- Sailing

Swimming (23) & Athletics (19) won 42 out of 50 medals or 84% of Canada's total.

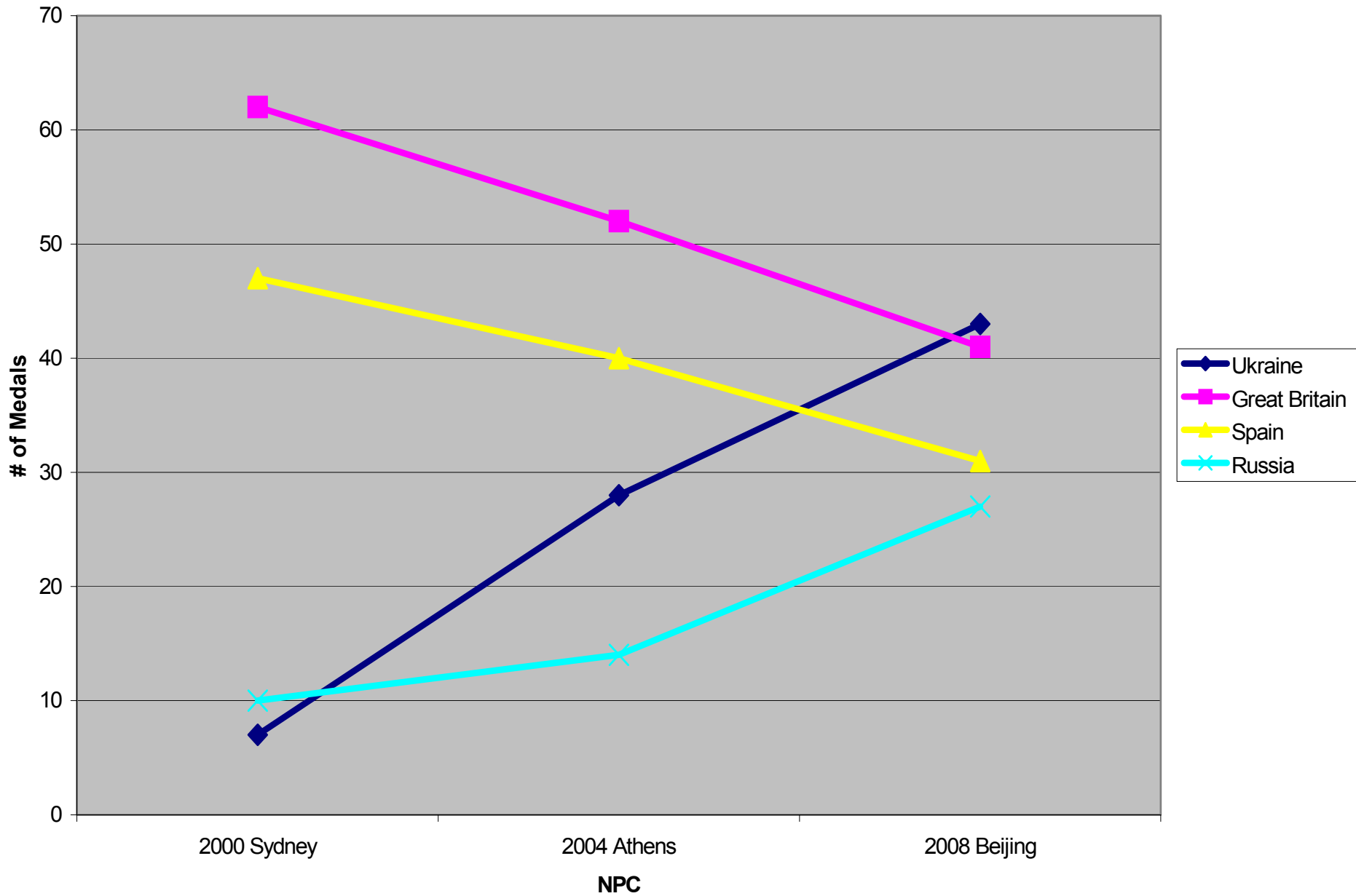
Para Swimming - Medals by NPC



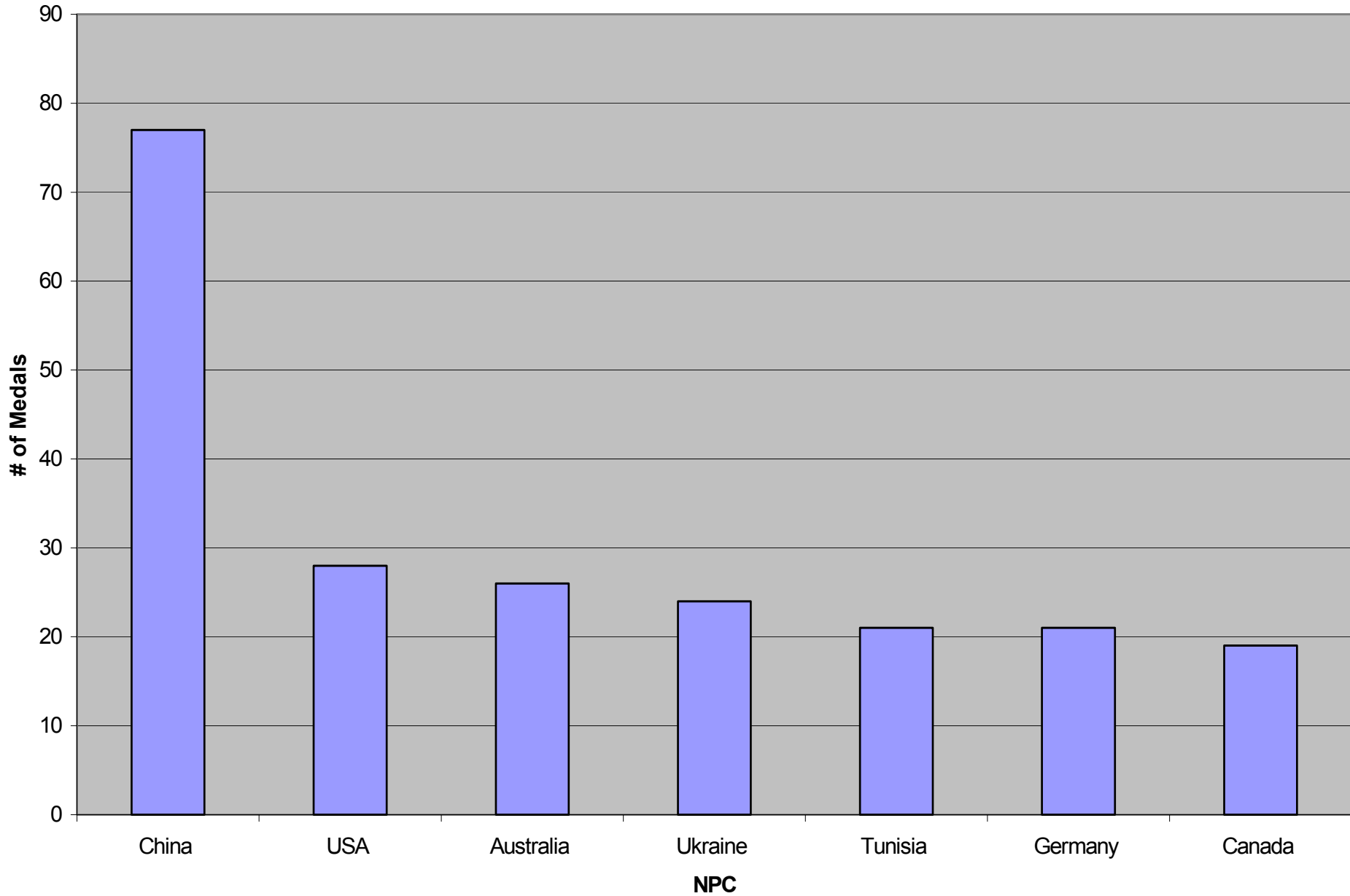
Para Swimming - Medal trends by NPC (00-08) 1



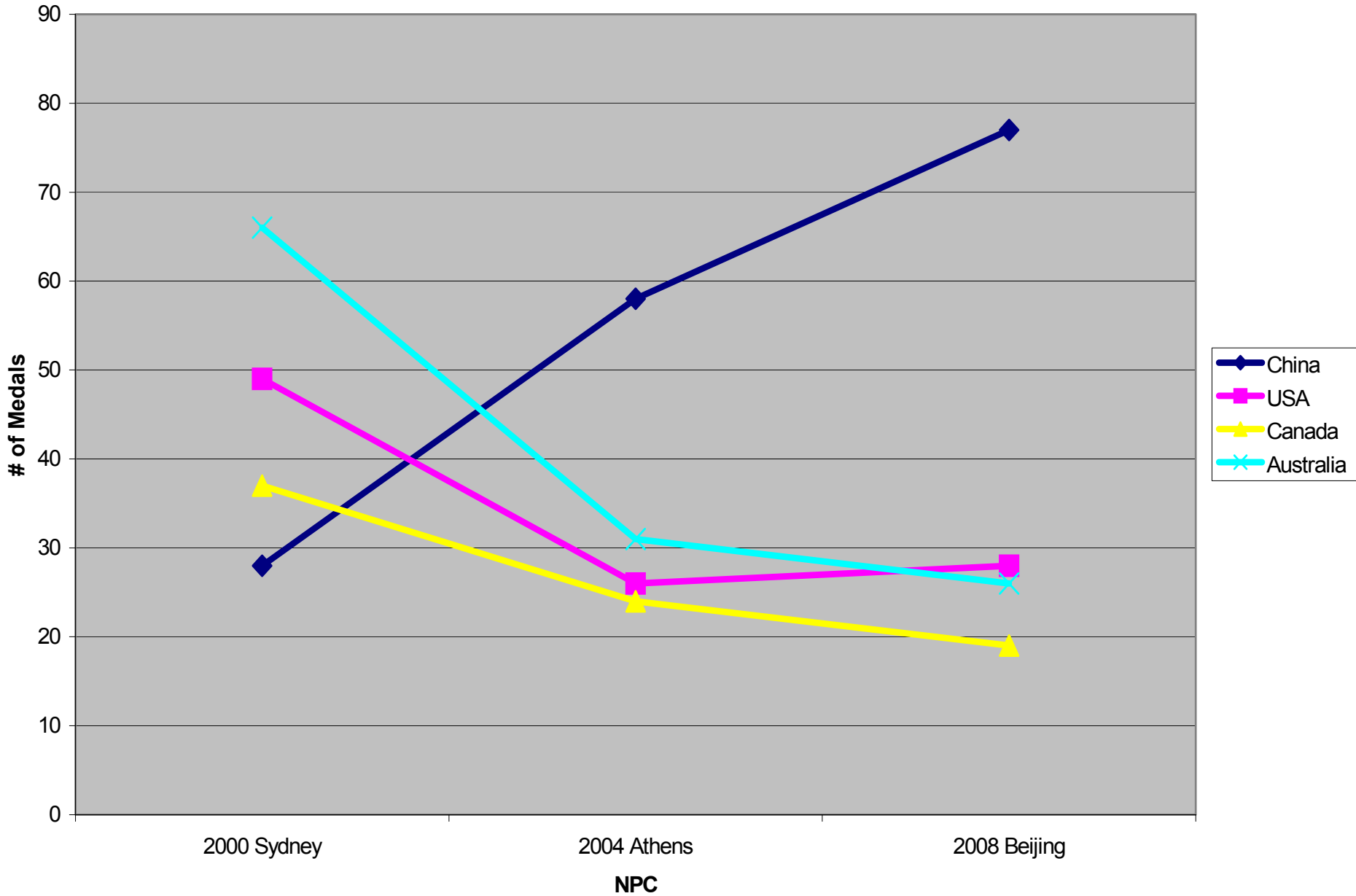
Para Swimming - Medal trends by NPC (00-08) 2



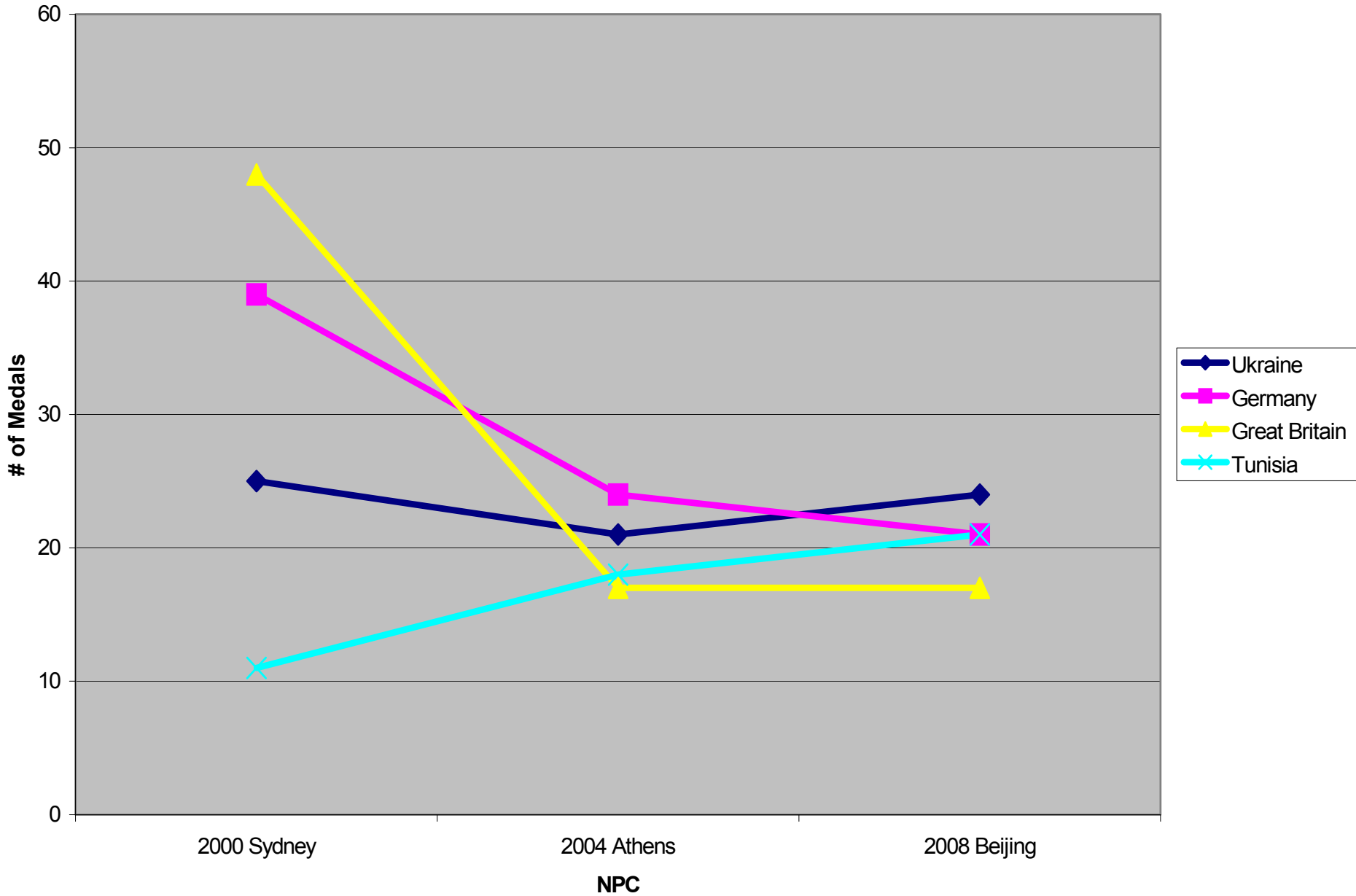
Para Athletics - Medals by NPC



Para Athletics - Medal trends by NPC (00-08) 1



Para Athletics - Medal trends by NPC (00-08) 2

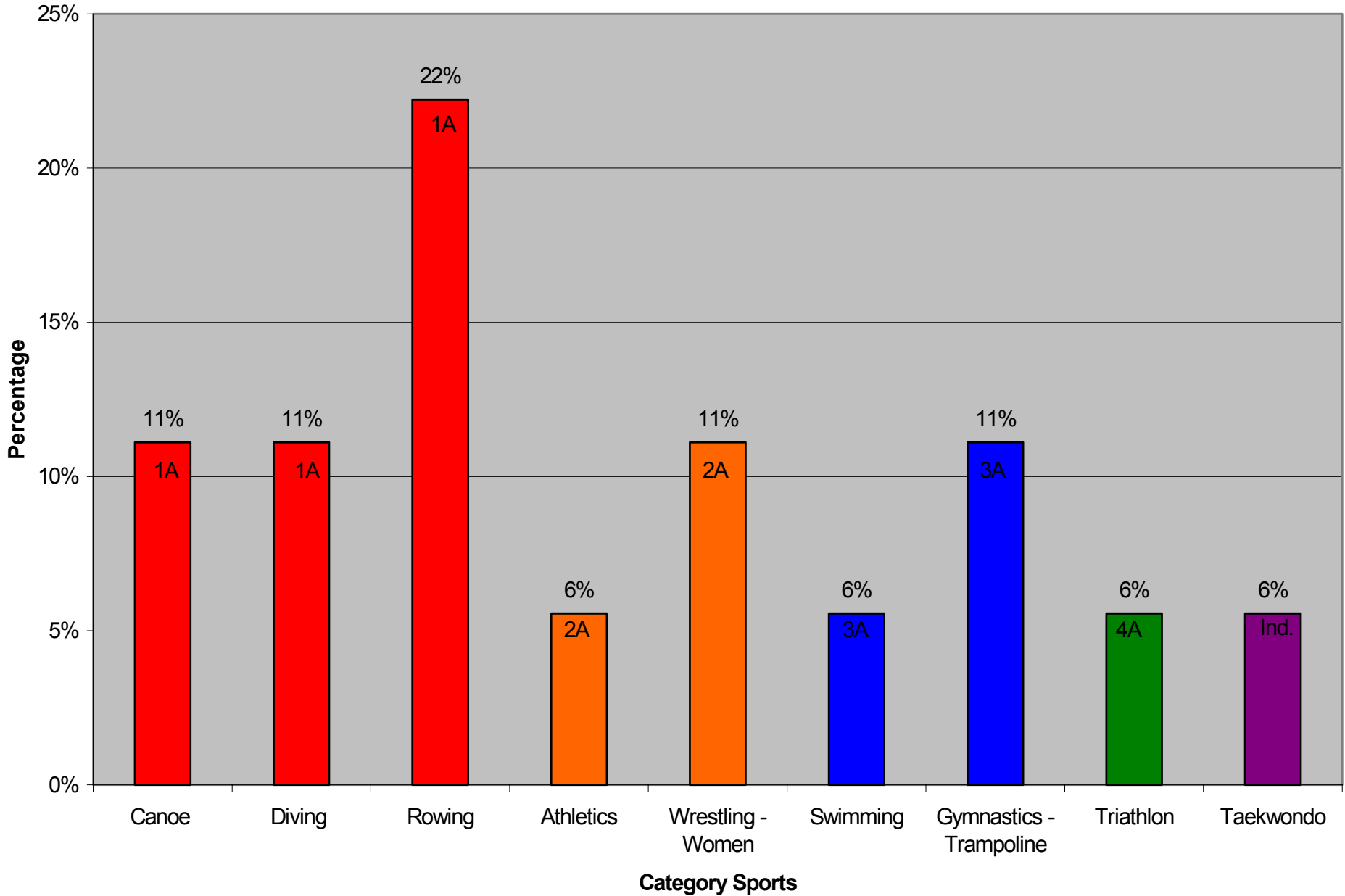




Targeting Olympic Sports

Quick analysis of where to maintain or improve Canada's medal tally.

RTE - Category Sports Medal Percentages



Sport	Total Medals		# of CND Qualified
	Total Medals	Available	
Diving	24	12	10
Swimming	102	62	46
Synchro Swimming	6	2	2
Waterpolo	6	2	1
Athletics	141	133	30
Basketball	6	2	0
Badminton	15	5	3
Canoe/ Kayak	48	16	15
Cycling	54	39	18
Equestrian	18	12	11
Football	6	2	1
Fencing	30	20	9
Gymnastics	54	30	9
Judo	56	14	5
Rowing	42	14	8
Sailing	33	11	11
Shooting	45	15	6
Taekwondo	32	4	3
Tennis	12	10	3
Triathlon	6	6	6
Table Tennis	12	6	5
Volleyball	12	6	0
Weightlifting	45	15	5
Wrestling	72	18	10

Note:

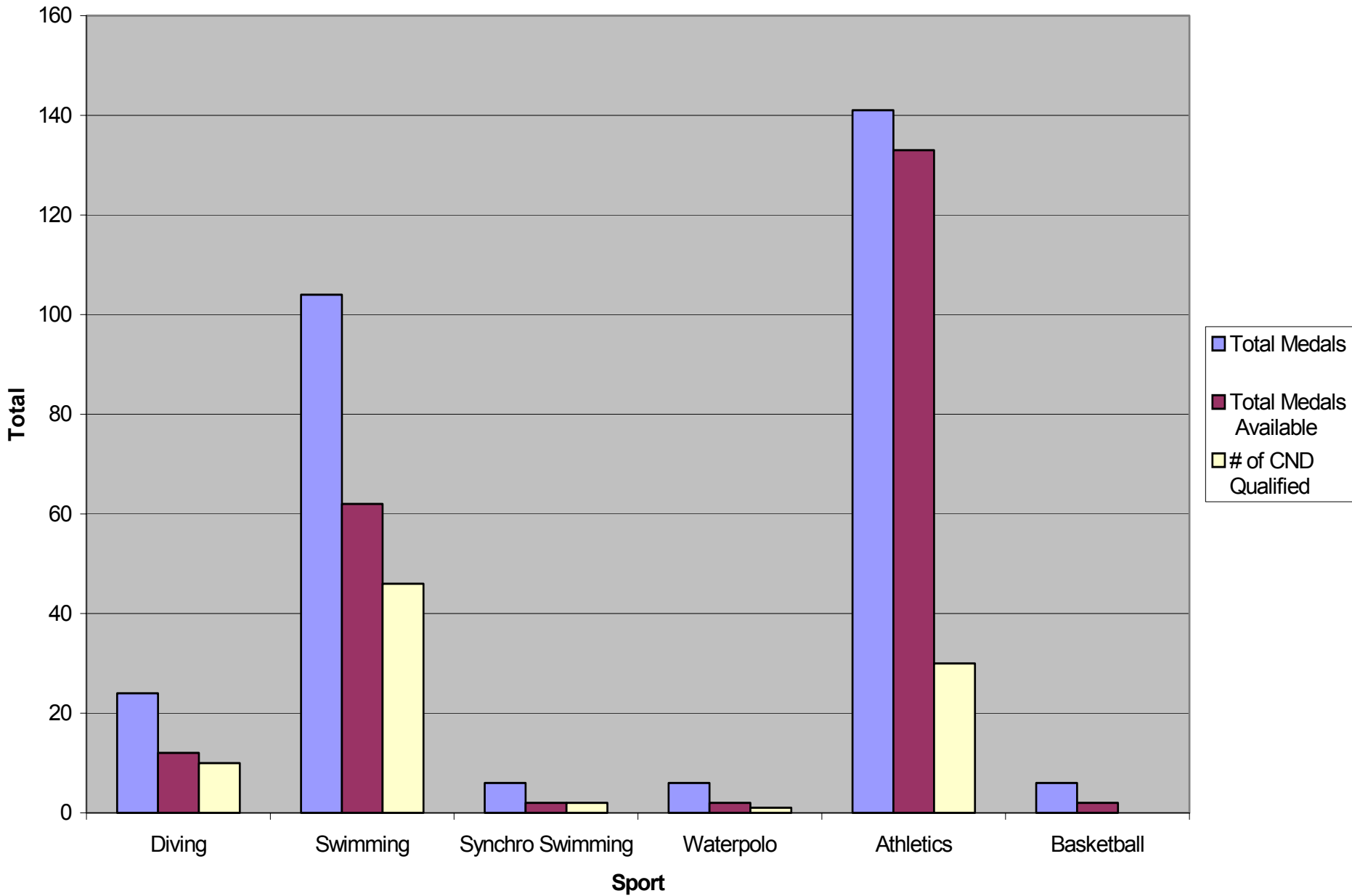
Total Medals = Total number of medals won in Beijing.

Total Medals Available = Maximum number of medals available based on the total number of qualifications spots available.

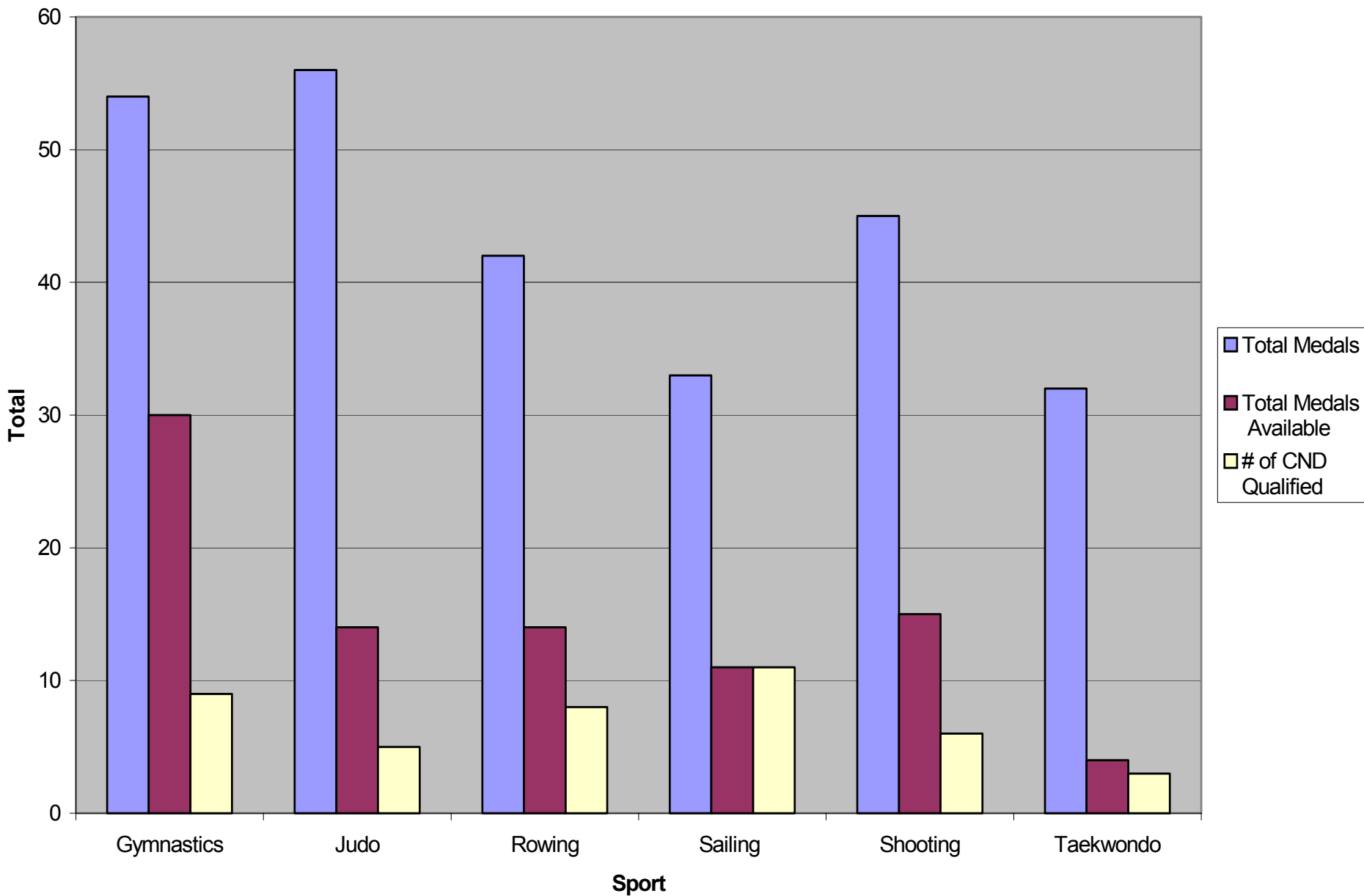
of CND Qualified = Total number of qualified Canadian athlete entries by sport. Individual events may have more than one entry.



CAN - Total Medals, Medals Available, and Number of Canadians Qualified in Beijing by Sport



CAN - Total Medals, Medals Available, and Number of Canadians Qualified in Beijing by Sport

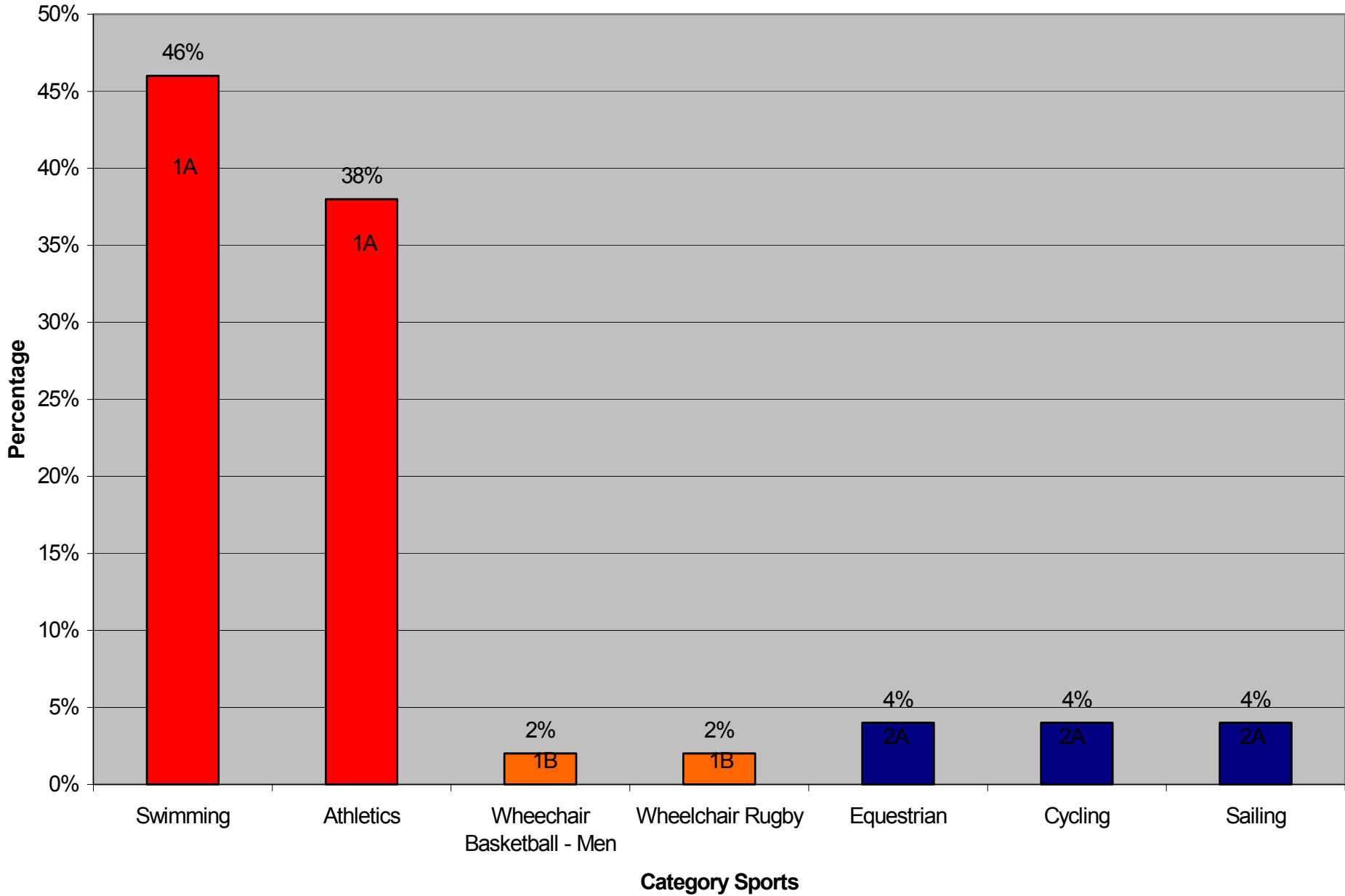




Targeting Paralympic Sports

Quick analysis of where to maintain or improve Canada's medal tally.

PARA RTE - Category Sport Medal Percentages



Sport	Total Medals		# of CND Qualified
	Total Medals	Available	
Cycling	132	-	38
Swimming	422	-	92
Athletics	480	-	69
Wheelchair - Basketball	6	2	2
Wheelchair - Rugby	3	1	1
Goalball	6	2	2
Sailing	9	3	3
Wheelchair Tennis	72	14	5
Archery	27	26	3
Boccia	21	12	9
Equestrian	33	11	11
Rowing	12	4	3
Table Tennis	72	56	1



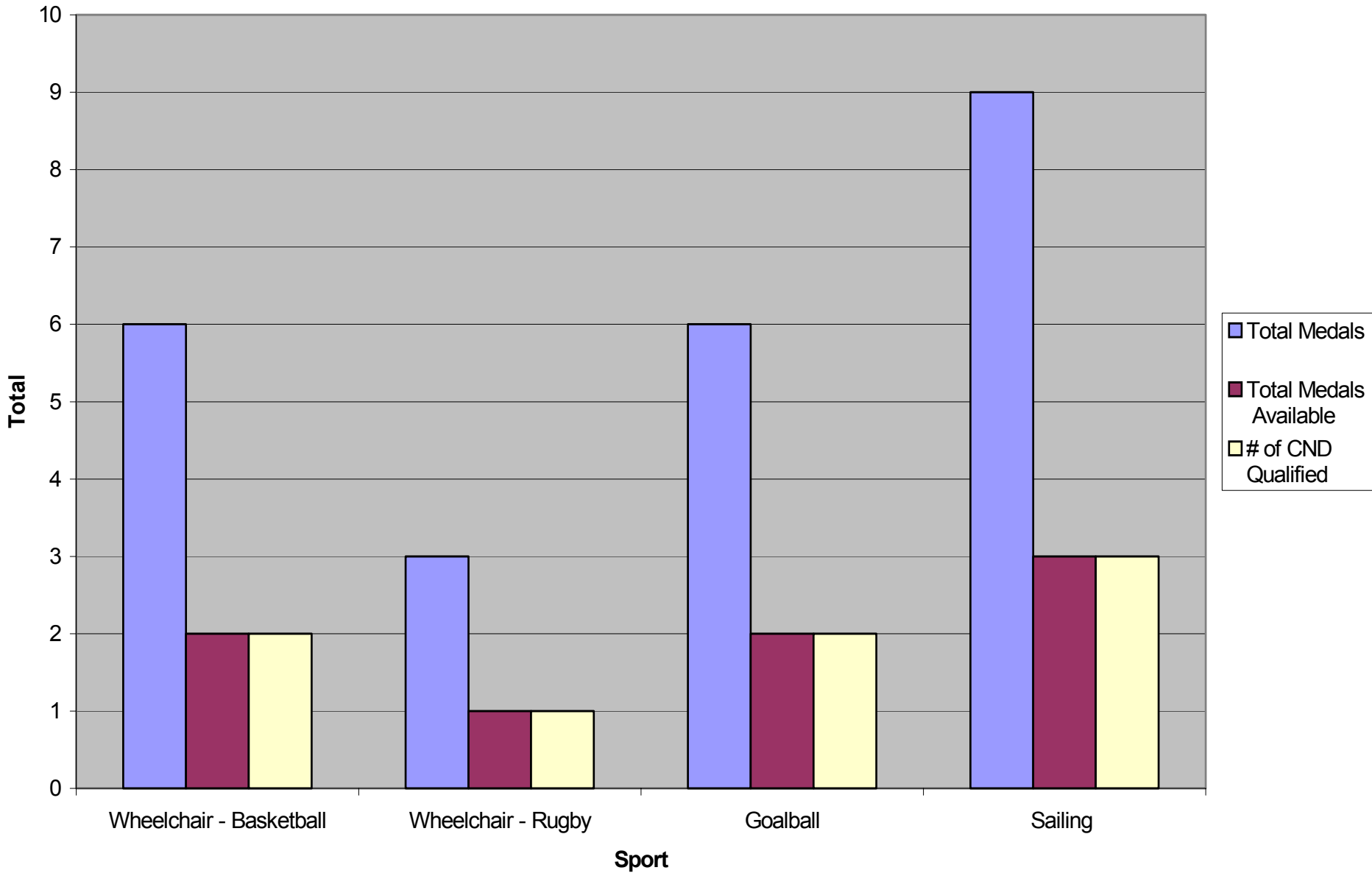
Note:

Total Medals = Total number of medals won in Beijing.

Total Medals Available = Maximum number of medals available based on the total number of qualifications spots available.

of CND Qualified = Total number of qualified Canadian athlete entries. Individual events may have more than one entry.

CAN - Total Medals, Total Medals Available and Number of Canadians Qualified in Beijing by Sport

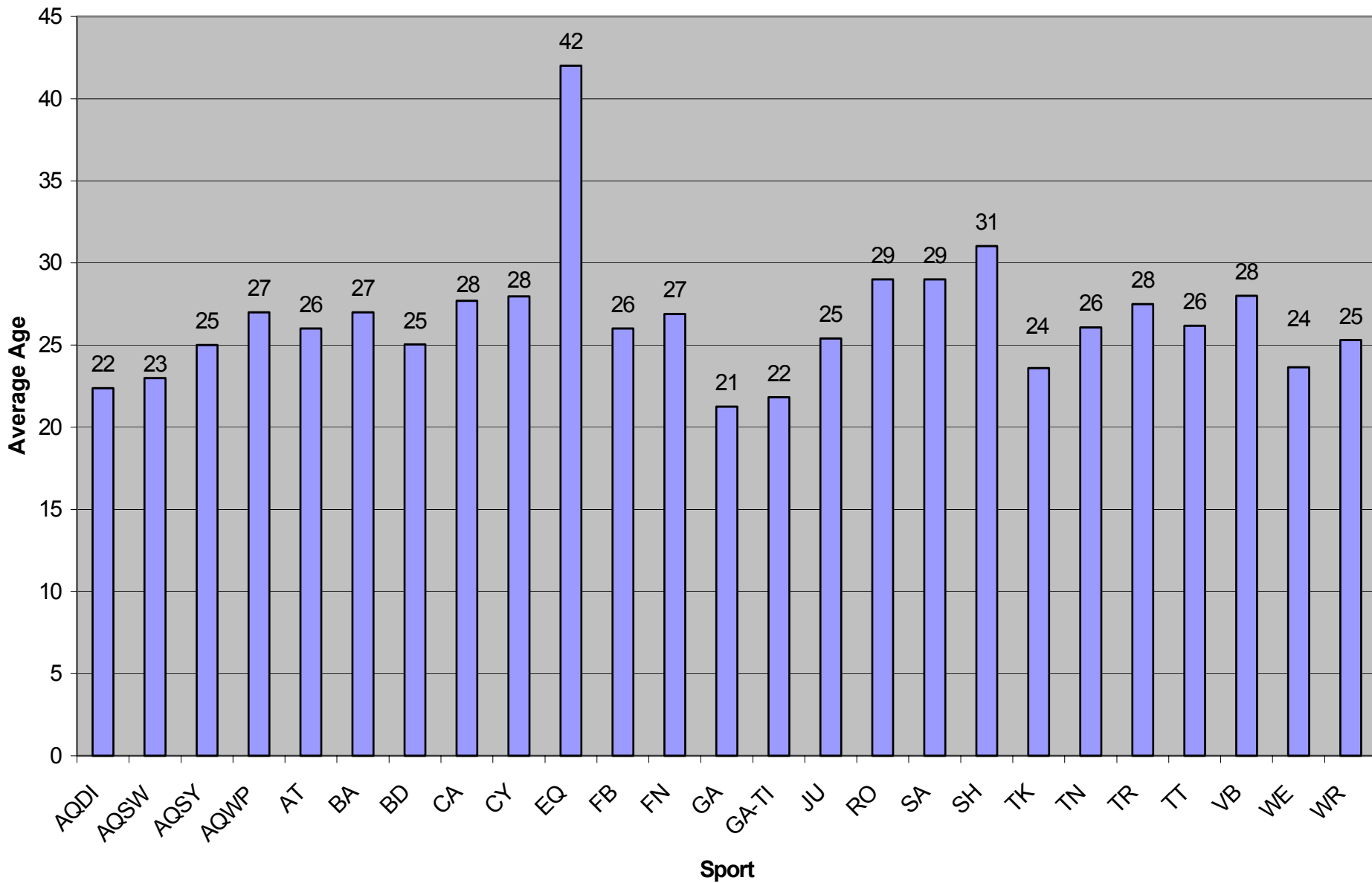




Average Age of Athletes

For all Medalists from RTE
Targeted Sports in Beijing

AVG Age of Medalists from RTE Targeted Sports and 1 Non Targeted Sport (Equestrian) from Beijing



Average Age of Olympic Medalists from RTE Targeted Sports



All Olympic Medalists

Youngest – 16

Oldest – 61

Average Age – 27

Average Age in Canada's Multi-Medal Sports – 28

Canadian Medalists

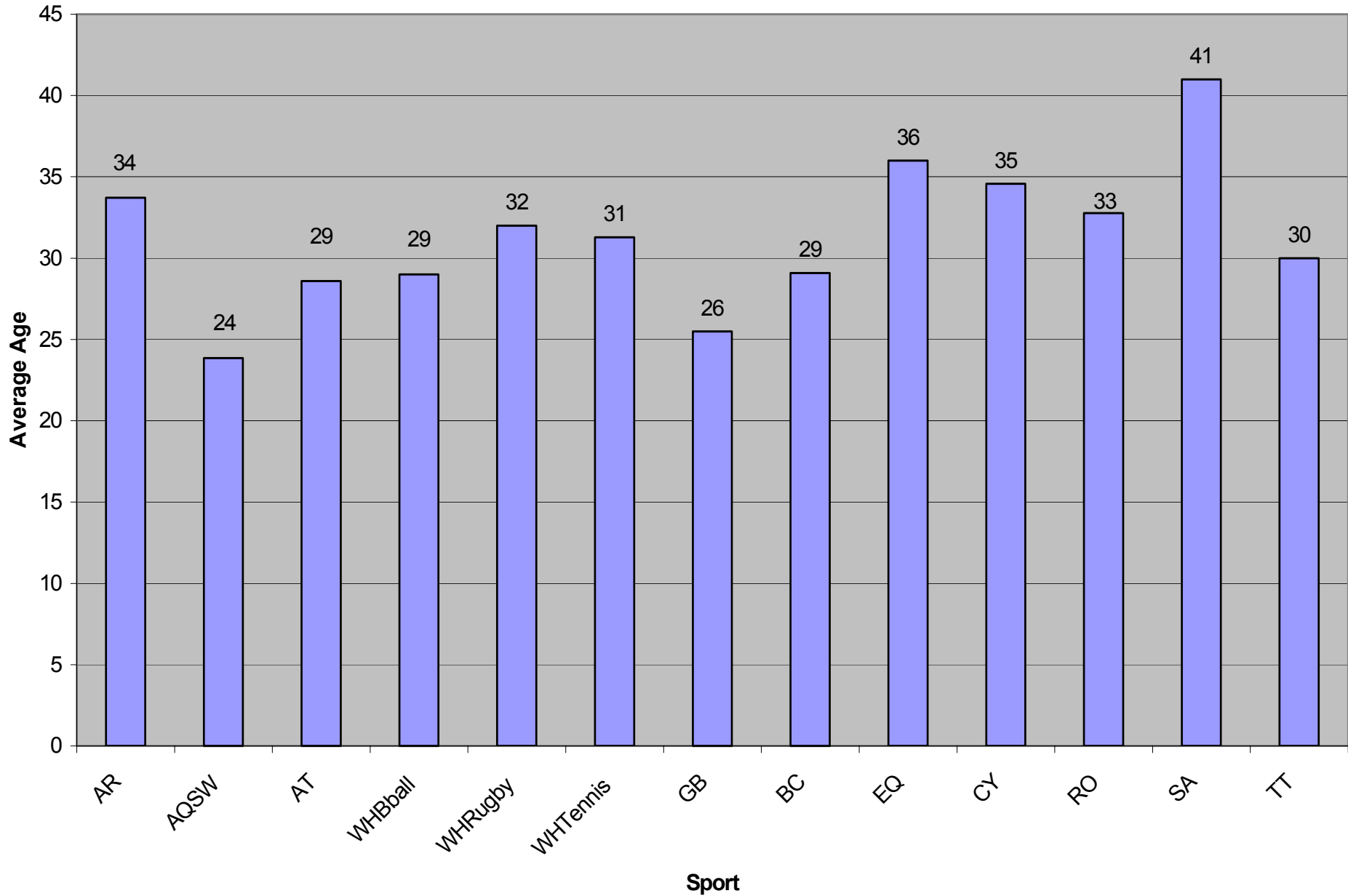
Youngest – 19

Oldest – 61

Average Age – 29

Average Age in Canada's Multi-Medal Sports - 30

AVG Age of Para Medalists from RTE Targeted Sports from Beijing



Average Age of Paralympic Medalists from RTE targeted Sports



All Paralympic Medalists

Youngest – 13

Oldest – 60

Average Age – 31

Average Age in Canada's
Multi-

Medal Sports – 33

Canadian Medalists

Youngest – 19

Oldest – 49

Average Age – 31

Average Age in Canada's
Multi-

Medal Sports - 31



Thank You