

CANADIANS' ATTITUDES TOWARD SPORT

WHAT DO CANADIANS THINK ABOUT DOPING?
IT'S NOT OK TO CHEAT!



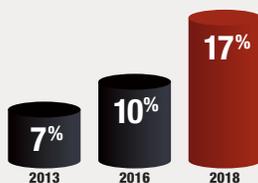
Disagree that it is okay to cheat if you know or believe your opponent is doing the same.



Canada should rigorously pursue anti-doping efforts even if other countries are not as committed.



Catching cheaters needs to be a #1 priority.



We are doing a good job of ensuring Canadian athletes are not using banned substances.



WHAT DO CANADIANS THINK ABOUT COMMUNITY SPORT?
CANADIANS ARE POSITIVE ABOUT THE BENEFITS OF COMMUNITY-LEVEL SPORT*.

COMMUNITY-LEVEL SPORT:

Can contribute to good health



Can instill character in youth



Meets parental expectations



Top reasons to get involved:

EXERCISE & STAYING ACTIVE
FRIENDSHIP & COMMUNITY
STAY HEALTHY
SOCIALIZATION
TEAMWORK, TEAM PLAY & TEAM BUILDING

Top concerns with community sport:

POOR PARENTAL BEHAVIOUR
CONCUSSIONS
HARASSMENT, BULLYING & OTHER ABUSE
LACK OF ACCESS
COST



1 IN 4

Canadians are much more concerned about the long-term consequences of concussions.

WHAT DO CANADIANS THINK ABOUT TRUE SPORT?

THE TRUE SPORT PRINCIPLES EXPRESS AN APPROACH TO SPORT THAT THE VAST MAJORITY OF CANADIANS ALREADY BELIEVE IN AND PRACTICE.

TRUE SPORT LIVES HERE

Canadians involved in community sport ranked the principles by how well they believe they're being realized:

1. **Keep It Fun**
2. **Stay Healthy**
3. **Respect Others**
4. **Play Fair**
5. **Include Everyone**
6. **Go For It**
7. **Give Back**



Of Canadians think that if a sport organization deliberately incorporated the seven True Sport Principles there would be a somewhat large impact on positively shaping the character of Canadian youth.

Community sport models the True Sport Principles significantly better than high-performance and pro sport.

*Community-level sport is sport that is led, organized, supported or enabled by community volunteers, paid staff and institutions. It ranges from community and elementary and secondary school-based sport leagues, to highly competitive club teams; all of which take place in the community and rely on the community for support.
The CCES commissioned Jenkins Research Inc. to complete online surveys of Canadians in 2013, 2016 and 2018. The surveys were conducted using online panels and were drawn to be representative of the Canadian population. Statistics presented are from 2018 unless otherwise stated.