

# Canadian Attitudes Toward Sport 2016



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JENKINS RESEARCH INC.

Canadian Centre for Ethics in Sport

Report: March 2016

# METHODOLOGY

An online survey of the General Public was conducted between March 15 and March 23, 2016. The survey was conducted online using an online panel of Canadians, which was drawn to be representative of the Canadian population.

The survey was designed to take on average 12 minutes and covered the following topics:

- Role in community-level sport, including of children in the household,
- Perceptions of the value of community sport,
- Overall evaluation of how well community-level sport is performing in the community,
- Importance of and performance of community sport at realizing the principles of True Sport,
- Perceived threats and concerns, including doping.

For the purposes of the survey, respondents were given the following definition of community-level 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.”*

## Previous Surveys

Throughout the report, there are references to data collected in previous years. In particular, a previous study conducted by Jenkins Research in 2013 with 2000 Canadians, which was conducted between January 22 and January 28, 2013.

# Executive Summary

People believe in sport and expect it to contribute both in terms of health and broader goals. The positive aspects of sport reflect personal experience and the benefits that accrue with participation.

- 88% (50% very large and 38% large) think that community-level sport can contribute to good health and 84% think it can instill character in youth to at least a large extent. Benefits to communities and to participants (achieving personal excellence) are seen to be available to a lesser extent but are still important.
- Not only do Canadians generally believe sport can contribute, they largely are at least somewhat confident that it is already doing these things. Almost everyone is either very confident or somewhat confident it contributes to good health (92%) and instills character (87%). Lower confidence, as reflected by lower levels of “very confident” are evident when one moves to issues of strengthening our communities, providing opportunities to pursue personal excellence and addressing obesity.
- 79% of Canadians recall participating in sport when they were growing up and positive experiences outnumber negative or neutral ones by a significant proportion. In addition, 85% of those with children at home had children who participated in community sport.

Support for sport is evident in the high importance attached to government funding of sport in Canada.

- More than 8 in 10 Canadians think that it is very important (42%) or important (40%) for the Federal Government to continue to fund sport even with the current economic climate.
- The highest priorities for funding are mandatory physical activity in school (65% very important and 22% somewhat important) followed by the development of values and integrity in sport (59% very important and 26% somewhat important) and involvement in physical activity initiatives (57% very important and 28% somewhat important).

Community sport in Canada is viewed positively, but there is clear potential for improvement in the overall experience

- 11% of parents with children in community sport feel that their expectations for their child have been exceeded BUT, 31% have not had their expectations met. Most think community-sport just met their expectations (58%).
- While 12% think that community-level sport in their community is doing an excellent job at delivering a positive sport experience (55% excellent or very good), 12% think it is doing a fair or poor job. Those who considered themselves more involved are more positive (66% excellent or very good).

True Sport is relatively unknown but its principles are widely supported and for most principles at least 50% think community sport is effectively delivering them in their community.

- 13% of Canadians are at least somewhat aware of the True Sport movement (19% among those involved at the community level).
- 39% think that if a sport organization deliberately incorporated the principles there would be a very large impact on positively shaping the character of Canadian youth (89% at least large). Put the other way, 18% think there would be a very large negative impact if an organization did not intentionally include these principles (65% think the impact would be at least large).
- Of the 7 principles of True Sport, Keep It Fun, Respect Others, and Play Fair are the most important to Canadians. On a five point scale, Respect Others is rated the highest level of importance by 65% of Canadians. While people don't say Go For It is important, it is a strong predictor of how well Canadians rate community-level sport.
- Performance of community-level sport on these principles is generally at least competent with relatively few ineffective ratings. Keep It Fun (64% at least effective) and Stay Healthy (64% at least effective) are the most positively rated. Giving Back and Go For It are the least effective principles.

Canadians have significant concerns with aspects of community-level sport consistent with their overall ratings with some of these issues directly impacting how parents think about sport for their children.

- When asked, unprompted about concerns with community-sport, the top mentioned concern is cost.
- Poor parental behaviour is the top concern of the 9 tested issues with 57% expressing a high level of concern followed by concussions (49%), harassment, bullying, and other abuse (49%) and a lack of access for some people (46%). Poor governance (30%), corruption (28%) and the negative influence of pro sport (28%) were the least concerning.
- Half of parents say there are factors affecting their decision to register their child in sport and 12% have already discouraged a child from participating in a sport because of concerns with them doing long-term damage to their health and wellness (another 21% have not done it yet, but they might in the future). There are both positive factors (health/ teamwork) and negative factors (expensive/ bullying and harassment) mentioned.
- 67% are more concerned now about the long-term consequences of concussions than they were two years ago.

Cheating is perceived to be a problem in professional and high-performance sport areas with doping the most likely type of cheating. Canadians take a value-based approach to addressing cheating that eschews a more pragmatic/ less aggressive approach.

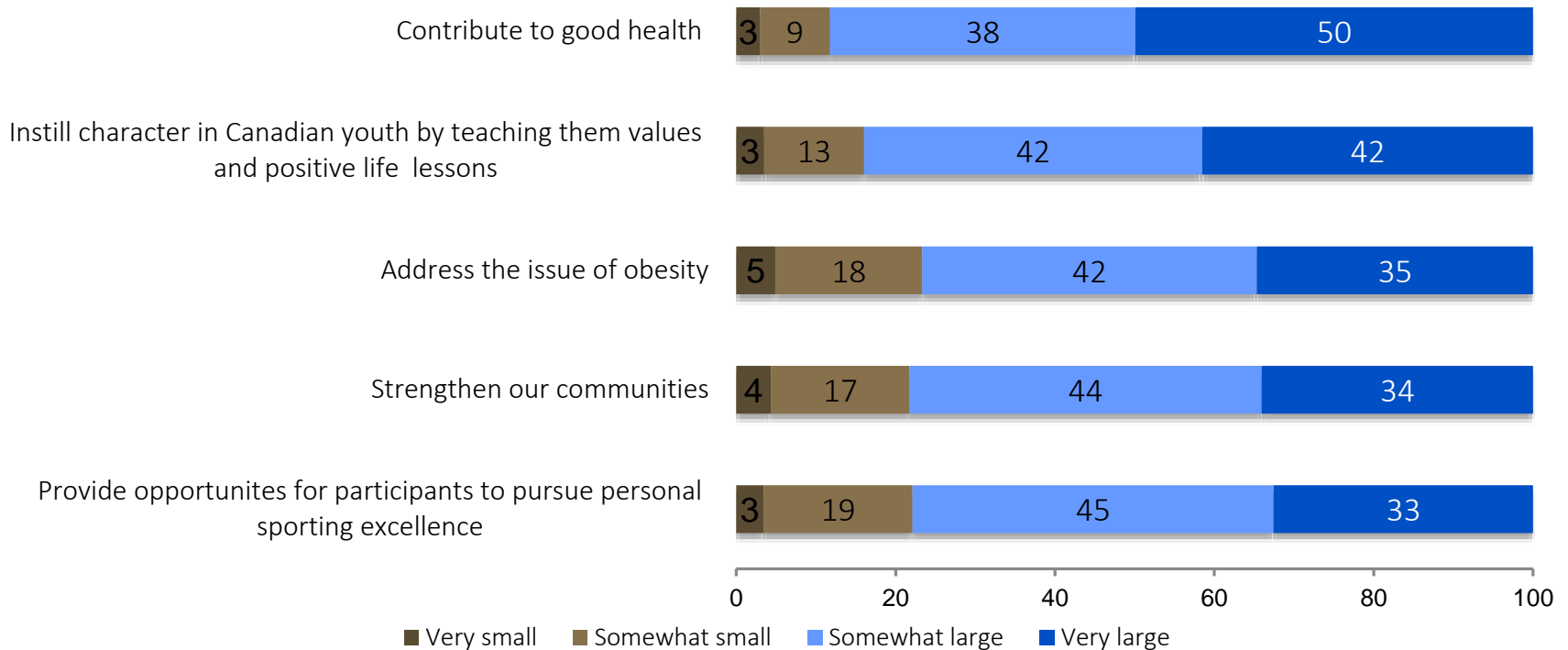
- One in five think that cheating is a serious problem in professional sport and 25% think it serious for high-performance sport. The most likely form of cheating identified for both types of sport is doping (53% for professional and 69% for high performance) with trying to break the rules the second most likely.
- Reflecting a rejection of a pragmatic approach to cheating, 70% take the strongly disagree position (82% net disagree) against the idea that it is okay to cheat if you know or believe your opponent is doing the same. Reflecting this rejection of cheating, there is a strong endorsement that Canada should be rigorous even if other countries are not as committed (81% at least somewhat agree) and that catching cheaters needs to be a number one priority (79% net agree).
- Consistent with the focus on ethical behaviour, the second highest concern (after someone being a victim of violence) is that an athlete would be stripped of a medal for a doping infraction.

# WHAT SPORT CAN DO

## Community sport understood primarily in terms of good health and character

Canadians generally think that community-level sport can contribute to good health (50% very large extent; 88% net large) and instill character in youth (42%; 84% net large). Community-sport is less likely to be able to address the issue of obesity, strengthen communities, and provide opportunities to pursue personal excellence but even in these cases a majority believes that sport can achieve these outcomes.

### Community-Level Sport Does...



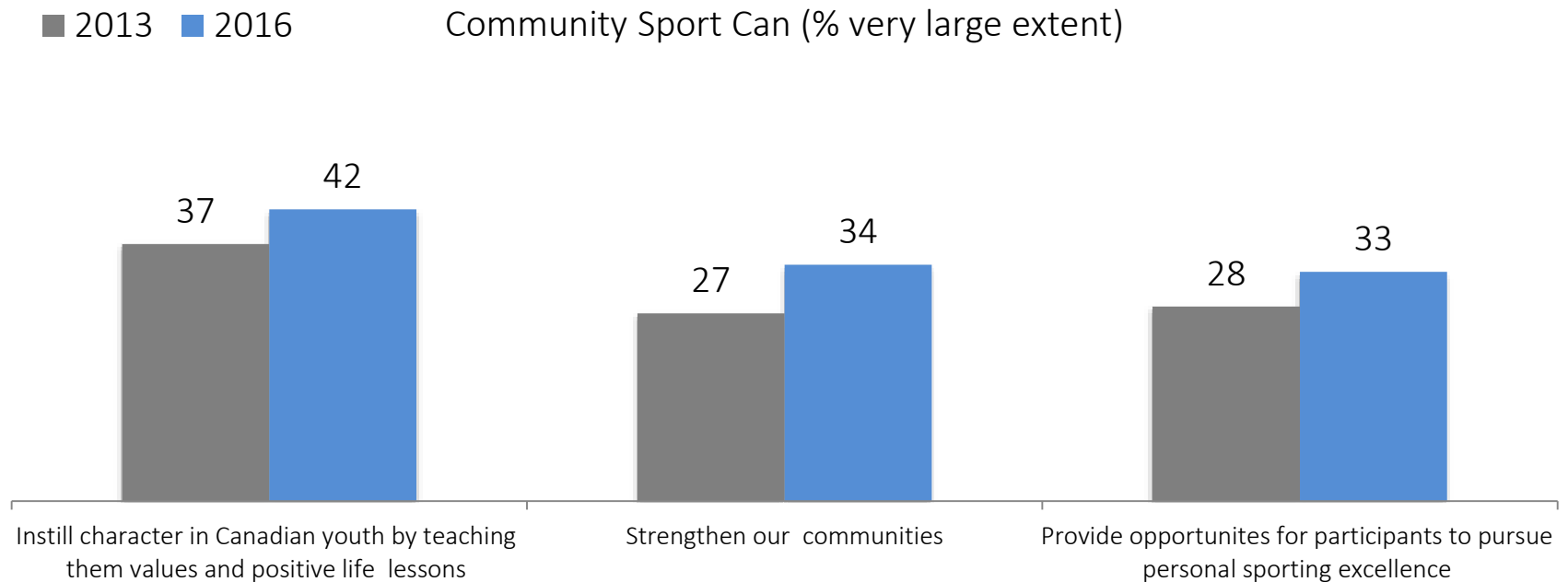
Q: How much do you think community-level sport can...

N: 2001

# COMPARING WHAT SPORT CAN DO 2013-16

*Since 2013 Canadians more likely to think community sport can have positive benefits*

In all three comparisons, there are more Canadians who think that community-sport can achieve each of the positive benefits compared with 2013.



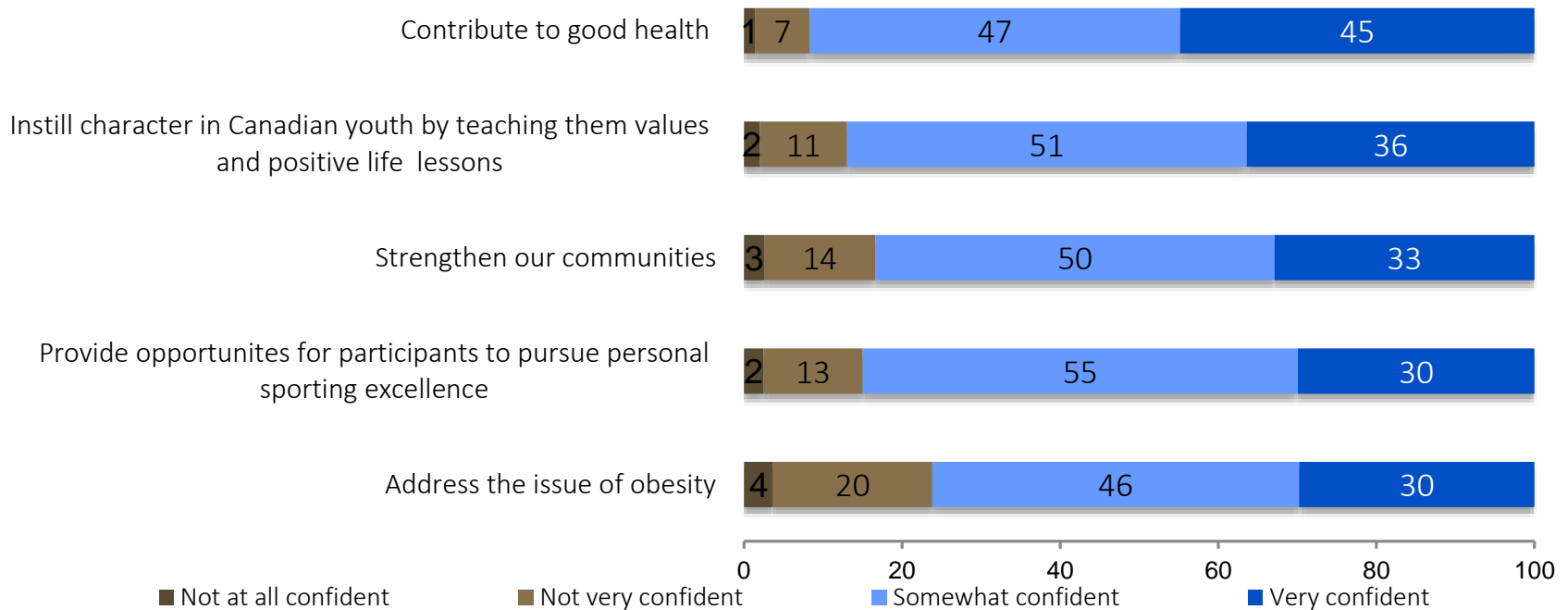
Q: How much do you think community-level sport can...?  
N: 2016, 2001; 2013, 2000

# WHAT SPORT DOES

## *Community sport most successful at contributing to good health*

Not only do Canadians generally think that community-level sport can achieve these things, but most are at least somewhat confident that community-sport actually does these things. Confidence is highest for contributing to good health (92% at least somewhat confident) and lowest for addressing the issue of obesity (76%).

### Community-Level Sport Can...



Q: How confident are you that community-level sport actually does...

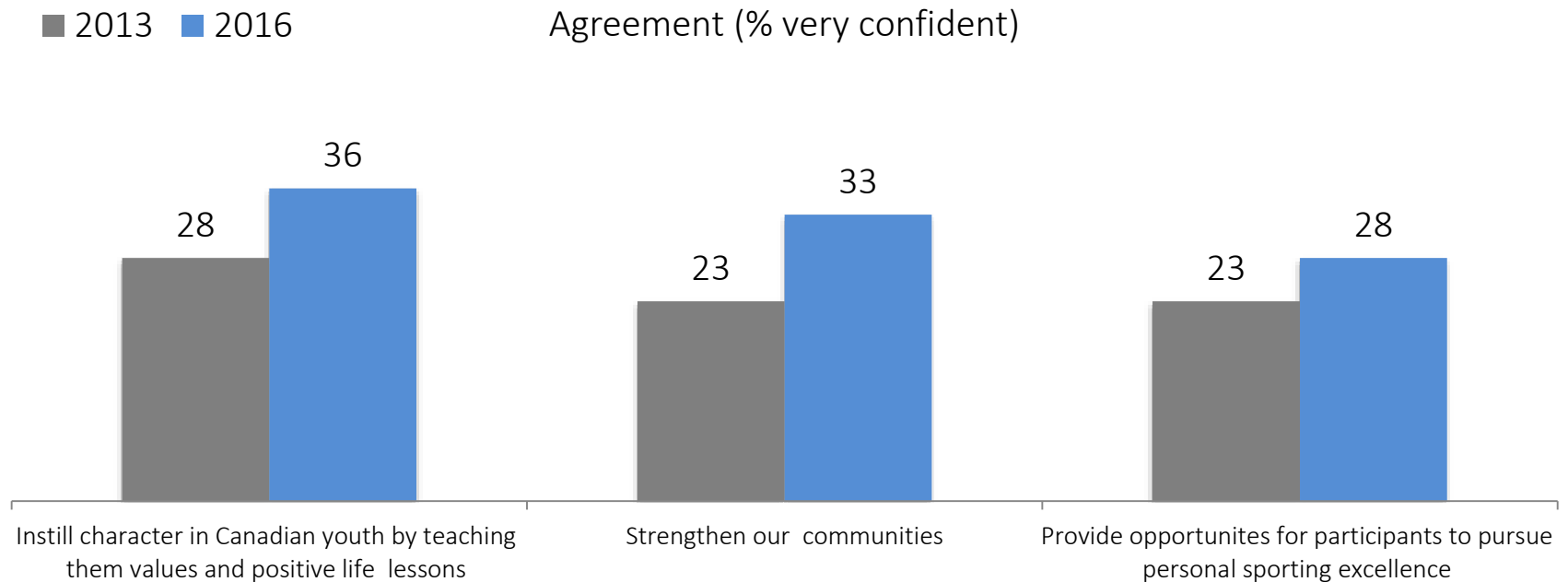
N: 2001



# COMPARING WHAT SPORT DOES 2013-16

*Since 2013, Canadians have become more positive about community sport*

In all three comparisons, there are more Canadians who are confident that community-sport actually achieved each of the positive benefits compared with 2013. This is slightly less true for providing opportunities to pursue personal sporting excellence.



Q: How confident are you that community-level sport actually does...

N: 2016, 2001; 2013, 2000

# WHAT SPORT CAN DO/ DOES

*By involvement in sport*

Those who are involved in sport (self-identified as participant, parent, coach, spectator, or referee) tend to be more likely to think community sport can accomplish the goal and to think that sport is already doing this. Notably, addressing the issue of obesity for those involved in sport is something that sport is perceived to be the least likely to be able to do and doing now.

	How much do you think community-level sport can... % Very large extent				How confident are you that community-level sport actually does... % very confident		
	Total (n=2001)	Not involved (n=978)	Involved in sport (n=1023)		Total (n=2001)	Not involved (n=978)	Involved in sport (n=1023)
Contribute to good health	50	47	53		45	40	50
Instill character in Canadian youth by teaching them values and positive life lessons	42	36	47		36	31	42
Address the issue of obesity	35	33	36		30	27	33
Strengthen our communities	34	29	39		33	26	40
Provide opportunities for participants to pursue personal sporting excellence	33	28	37		30	25	35

Q: How much do you think community-level sport can...?

Q: How confident are you that community-level sport actually does...

N: 2001

# MEETING EXPECTATIONS

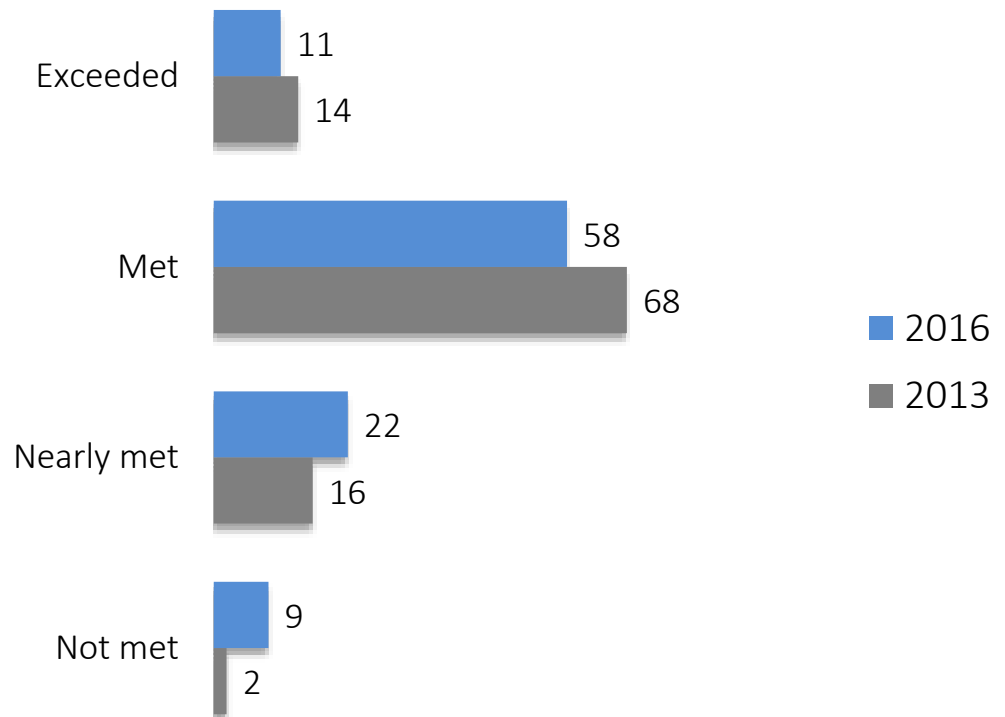
*Expectations of sport for children are currently met for most; rarely exceeded*

For 69% of those with children who participate in sport, community sport is exceeding or meeting expectations.

Although this is less than in 2013, in the previous survey the base was smaller and more focused on those who had children who were active in community sport every week.

Those with younger children tend to be more positive about the extent that community-level sport is meeting or exceeding their expectations. For example, 75% of those who have a child less than 5 rate sport as exceeded or met compared with only 65% of those who have children 16 to 19 years.

Extent Expectations are Met for Children by Community-Level Sports in Community



Q: To what extent are your own expectations being met in terms of what you hoped your children would get out of their experience with sport?

N: 2016; Those who children who participate in sports, 593

N: 2013; Those with children who participate in sports for at least some time during week, 446

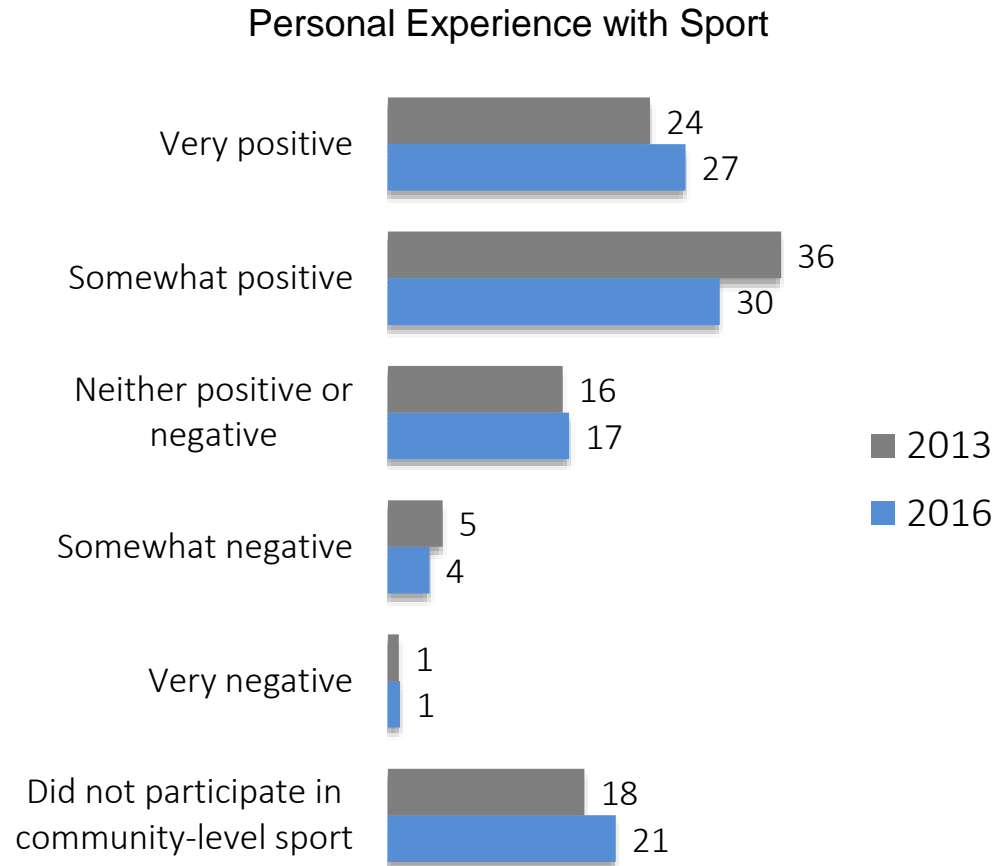
# PERSONAL EXPERIENCE

*Adults look back on their sport experience when growing up as positive*

Adults are very positive about their experience (though 21% report that they did not participate when they were growing up). Of the 54% who rate their experience as very or somewhat positive among all adults, 68% of those actually participated.

For those who were not positive, most are neutral.

Women (27%) are more likely than men (15%) to have not experienced sport growing up. Older people are also more likely to have not experienced it (30% of those 65 years and older).



Q: How was your experience in community-level sport when you were growing up?

N: 2016, 2001; 2013, 2000

# SATISFACTION WITH COMMUNITY SPORT

*12% of Canadians think community sport is excellent at delivering a positive sport experience*

Few Canadians rate community sport as excellent when it comes to delivering a positive sport experience. Those who are involved to some extent in community sport are more likely to be positive (15% excellent and 51% very good) but even among this group, there is room for improvement.



Q: Based on your own experience in community-level sport, or anything you may have read or heard, how would you rate the performance of community-level sport in your area at delivering a positive sport experience?

N: 2001

# TRUE SPORT PRINCIPLES

## *Importance*

“Keep It Fun” is the most important principle when ranked but “Respect Others” and “Play Fair” get high importance ratings.

The seven principles of True Sport tested in the research are provided below. Respondents were asked to rank order these principles and then evaluate their importance on a 5 point scale. The scale is the same scale used for the Scorecard that CCES has launched.

**GO FOR IT:** Always strive for excellence and rise to the challenge, but never at the expense of others. Discover how good you can be.

**PLAY FAIR:** Play honestly and obey the rules, in letter and spirit. Winning is only meaningful when competition is fair.

**RESPECT OTHERS:** Show respect for everyone involved in creating a sporting experience, both on the field and off. Win with dignity and lose with grace.

**KEEP IT FUN:** Find the joy of sport and have a good time. Keep a positive attitude and look to make a positive difference, on the field and in your community.

**STAY HEALTHY:** Place physical and mental health above all other considerations and avoid unsafe activities. Respect your body and keep in shape.

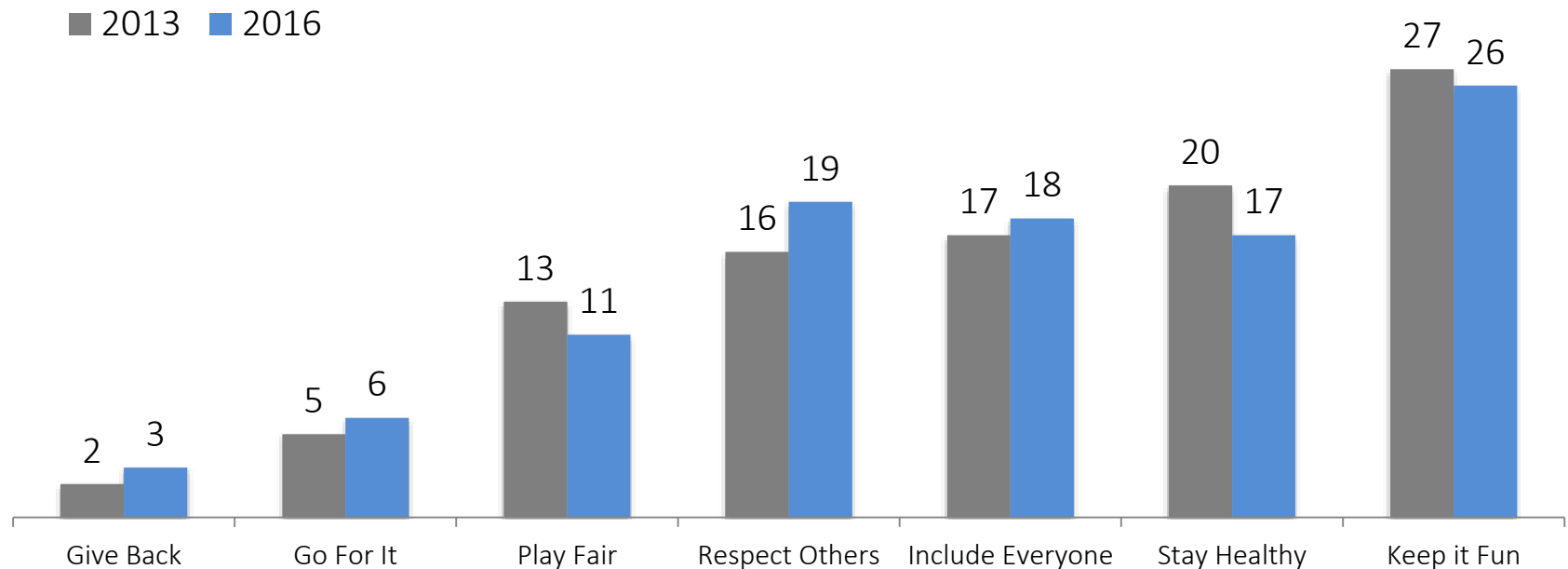
**INCLUDE EVERYONE:** Share sport with others, regardless of creed, ethnicity, gender, sexual orientation or ability. Invite everyone into sport to make it more meaningful for the whole community.

**GIVE BACK:** Always remember the community that supports your sport and helps make it possible. Find ways to show your appreciation and help others get the most out of sport.

# RANKING OF PRINCIPLES

*Keep it Fun continues to be the top ranked principle*

Both surveys had Canadians rank the principles in terms of importance to ensure that people did not consider them to be all important. Although the 2016 survey had a longer description of the principles, the results are very similar. The main differences are that in 2016, “Respect Others” is the second more important top rank whereas in 2013 “Stay Healthy” occupied this spot.



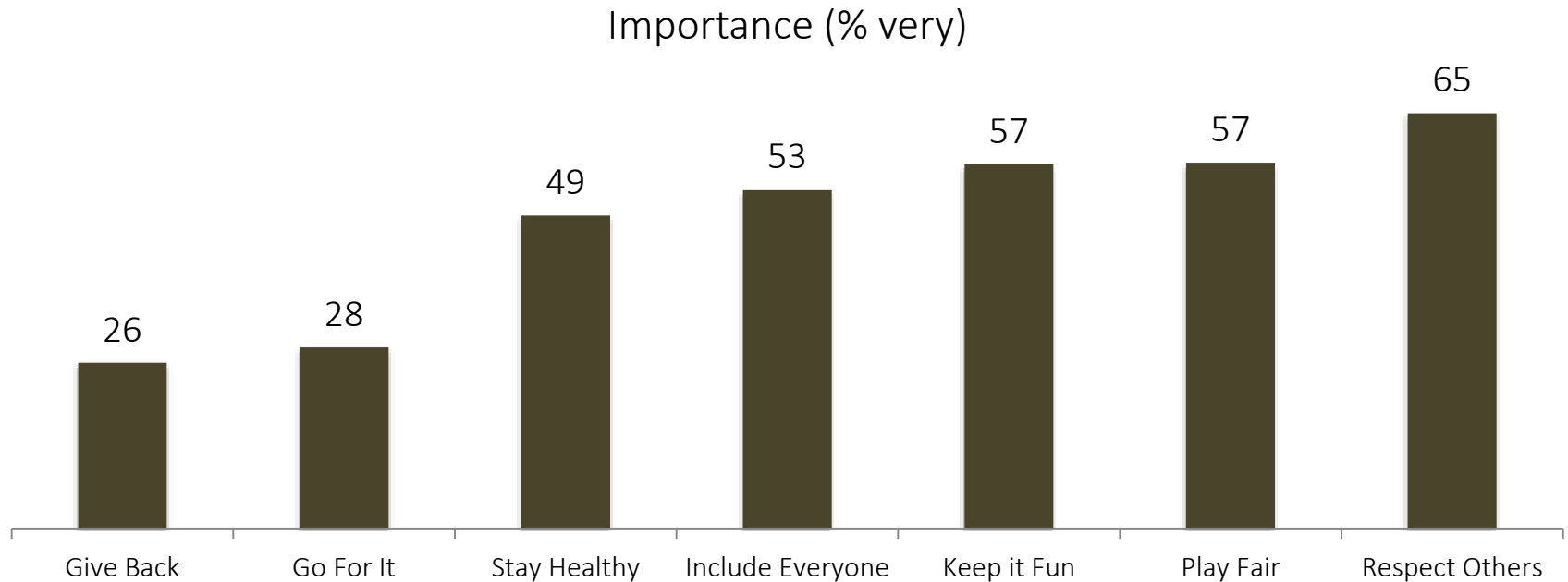
Q: The following are seven principles of community sport. Please rank them in the order of importance for you.

N: 2016, 2001; 2013, 2000

# IMPORTANCE

*Respect for others, playing fair and keeping it fun are more important for Canadians*

In general, many of the principles are very important to Canadians. Only two principles have a relatively low level of importance (Give Back and Go For It). Notably, Play Fair, which is ranked 5<sup>th</sup> in the ranking is tied for second when asked on a scale.



Q: Please rate the level of importance that you place on each of the following principles.

N: 2001



# TRUE SPORT PRINCIPLES

*Assessing effectiveness*

Performance in meeting the principles is good with “Stay Healthy” and “Keep It Fun” the most effective. There is room for improvement with a most 1 in 5 rating a principle very effective.

Each principle label (e.g. “Go For It”) was given a relevant but specific dimension to measure (for Go For It, the question asked, “Encouraging everyone to strive for excellence and to discover how good they can be?”). Each principle was evaluated on the same scale used for the Scorecard that CCES has launched.

Unlike the Scorecard, respondents were evaluating the more general community sport experience based on their direct experience and/ or what they have heard rather than a specific team/ league.

GO FOR IT: Encouraging everyone to strive for excellence and to discover how good they can be?

PLAY FAIR: Achieving fairness in its policies and actions as well as on the field of play?

RESPECT OTHERS: Respecting all who come to play – athletes, competitors, officials, coaches, parents, other clubs, etc. – and in respecting others in its governance activities?

KEEP IT FUN: Keeping the sport fun for all participants, especially the athletes?

STAY HEALTHY: Motivating participants to stay healthy and to be safe?

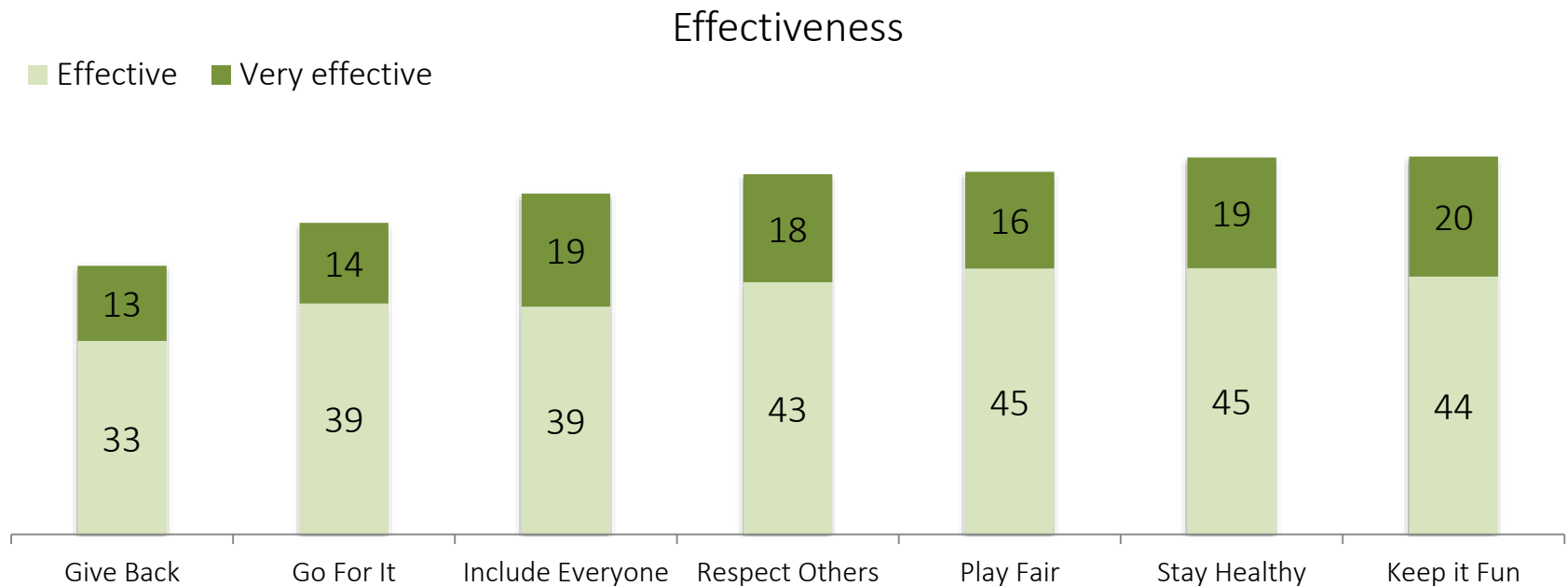
INCLUDE EVERYONE: Ensuring that everyone has a place to play?

GIVE BACK: Giving back to the community and other stakeholders?

# PERFORMANCE

*Community sport performs the best when it comes to keeping it fun*

One in five or less Canadians think that community sport is currently very effective at each of these attributes. When we look at effective or very effective, there is little differentiation between the top performing principle (“Keep It Fun” and the other top 4). “Go For It” and “Give Back” are where community sport is least effective.



Q: Thinking of the community sport organizations in your community, please rate the effectiveness of community sport in achieving each of the following. If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

N: 2001

# IMPORTANCE AND PERFORMANCE

## *By involvement in community sport*

Those involved in community sport place more importance on “Go For It” but are fairly similar in terms of importance compared with those with no involvement. Those involved are, however, more positive about the degree to which community sport is realizing these principles.

	Importance (% very)			Satisfaction (% effective/ very effective)		
	Total (n=2001)	Not Involved (n=978)	Involved (n=1023)	Total (n=2001)	Not Involved (n=978)	Involved (n=1023)
Respect Others	65	64	66	61	54	68
Play Fair	57	57	57	62	56	67
Keep It Fun	57	56	58	64	59	70
Include Everyone	53	54	52	58	54	62
Stay Healthy	48	47	50	64	59	69
Go For It	28	26	31	53	49	57
Give Back	26	24	27	46	40	51

Q: Please rate the level of importance that you place on each of the following principles.

Q: Thinking of the community sport organizations in your community, please rate the effectiveness of community sport in achieving each of the following. If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

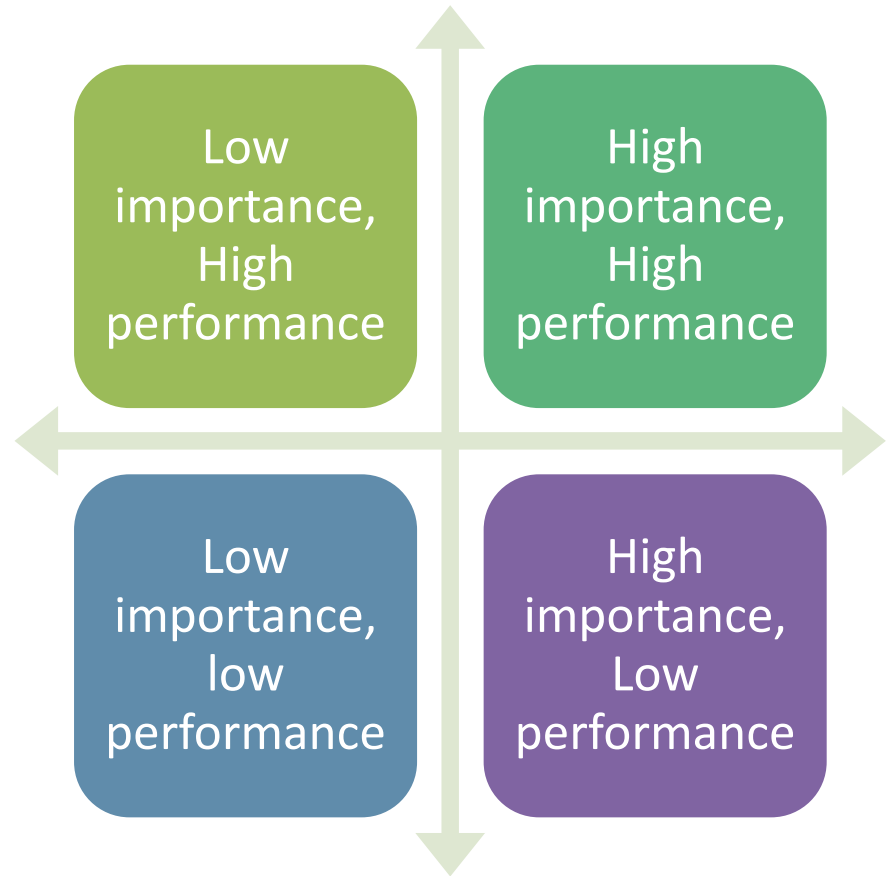
N: 2001

# IMPORTANCE-SATISFACTION GRID

The ordering of principles is not the same across importance and satisfaction.

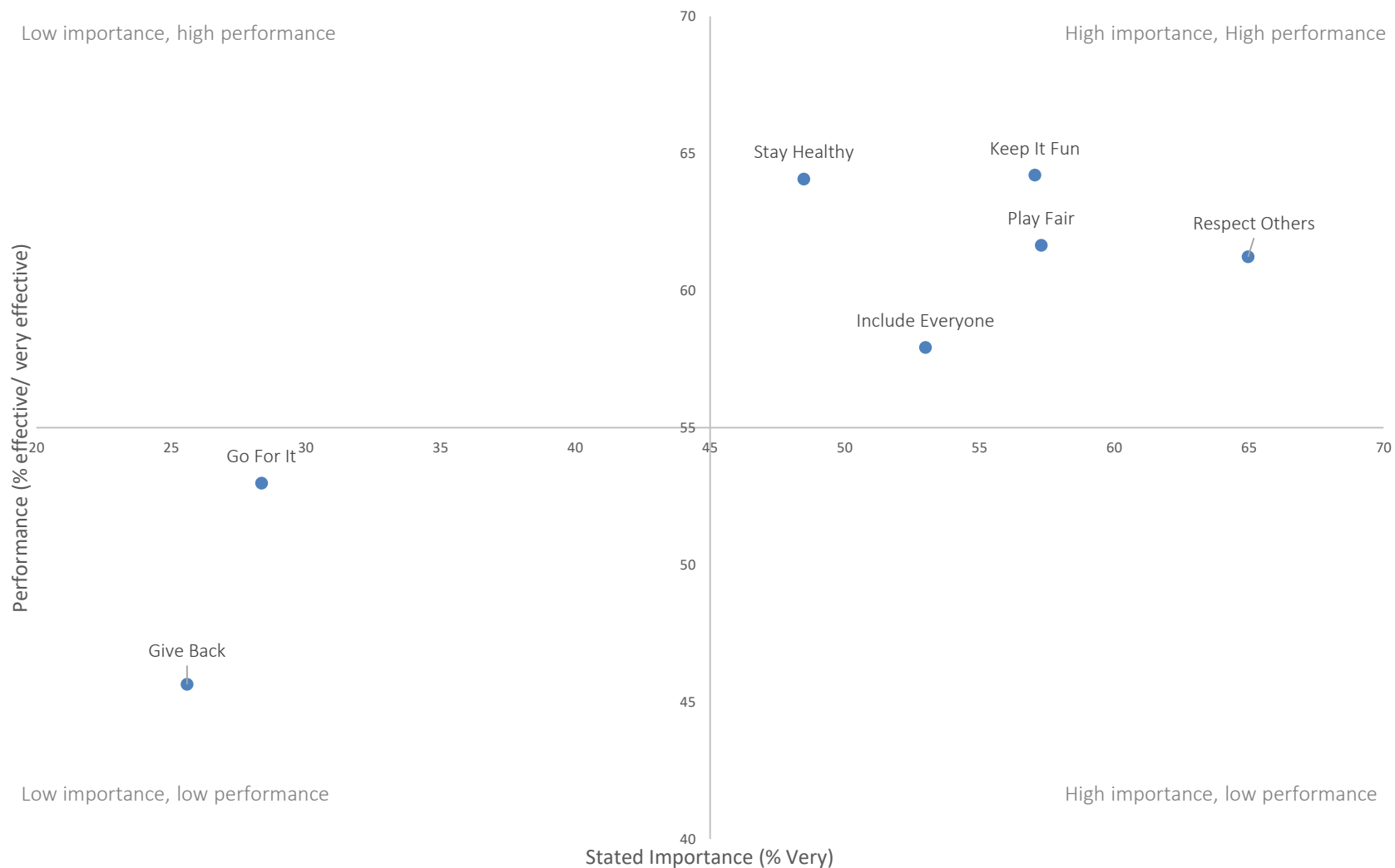
To better illustrate the relationship we graph the location based on the average scores on the two variables. Both variables are self-reports.

Note that location is relative to the other values not low in absolute terms.



# IMPORTANCE VERSUS PERFORMANCE

Most of the principles that are important to people are the same ones that people think community sport is doing a better job.

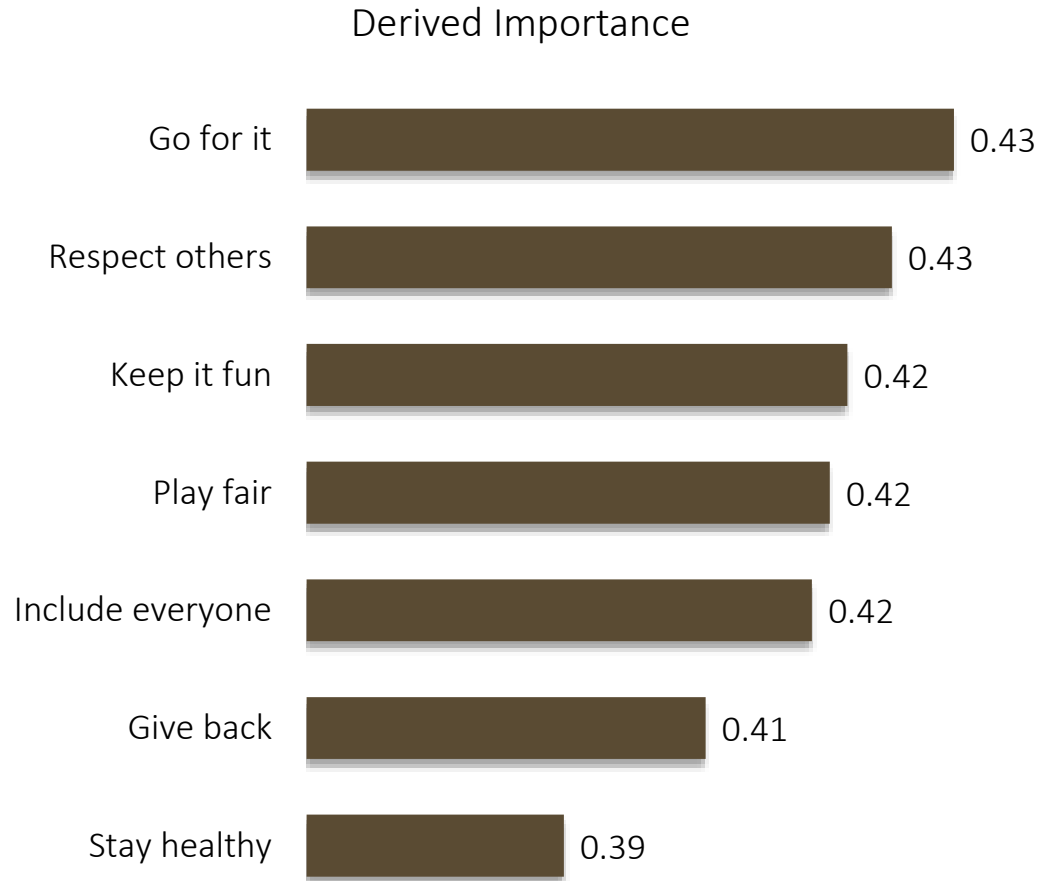


# Modeling Derived Importance

The basic model shown previously makes the assumption that what people say is important is meaningful.

As an alternative, another approach is to consider whether performance on some principles is more likely to explain overall performance of community sport. By correlating performance on a specific principle with the overall performance we capture derived importance.

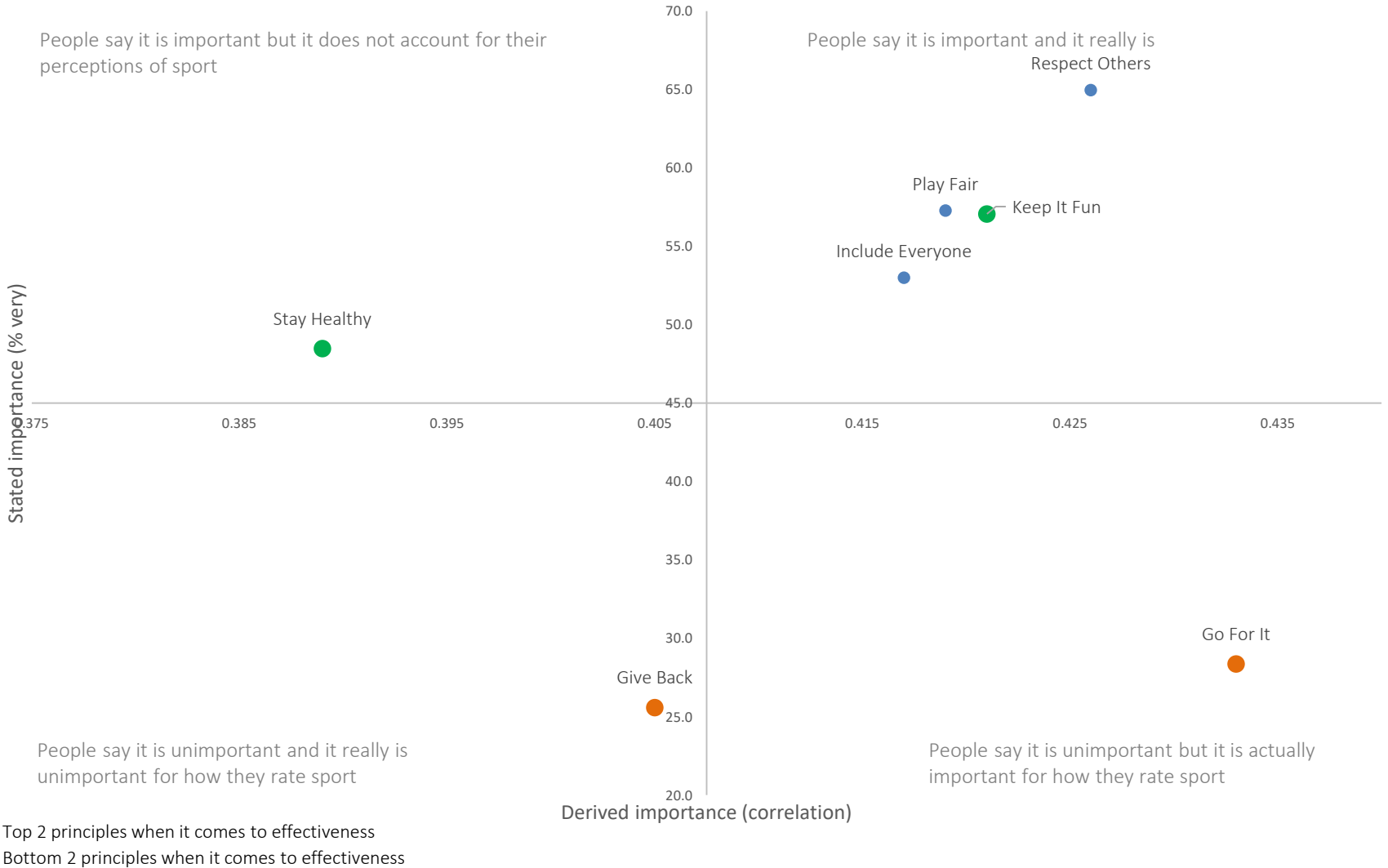
The derived values reveal a different ranking of importance with “Go For It” becoming the most important for explaining how well people rate the overall experience. The chart on the next slide compares stated with derived importance.



Value is the Pearson Correlation between the performance on the principle and the overall performance of community-level sport.

# DERIVED VERSUS STATED IMPORTANCE

Although people do not say it is important, “Go For It” does account for how well people think about the performance of their community sport.

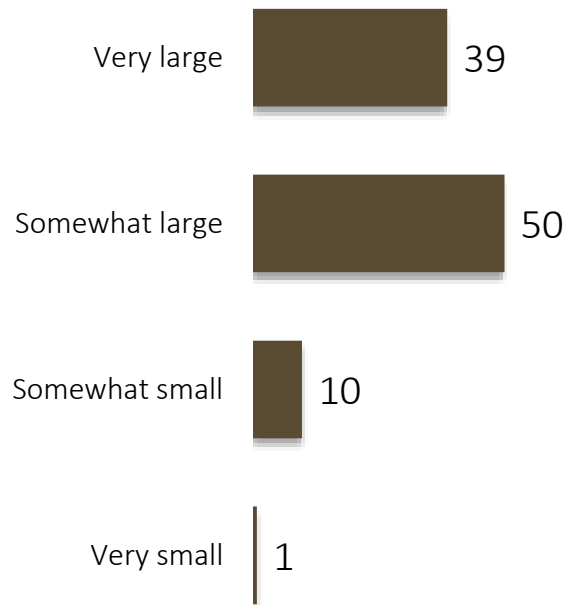


# VALUE OF PRINCIPLES

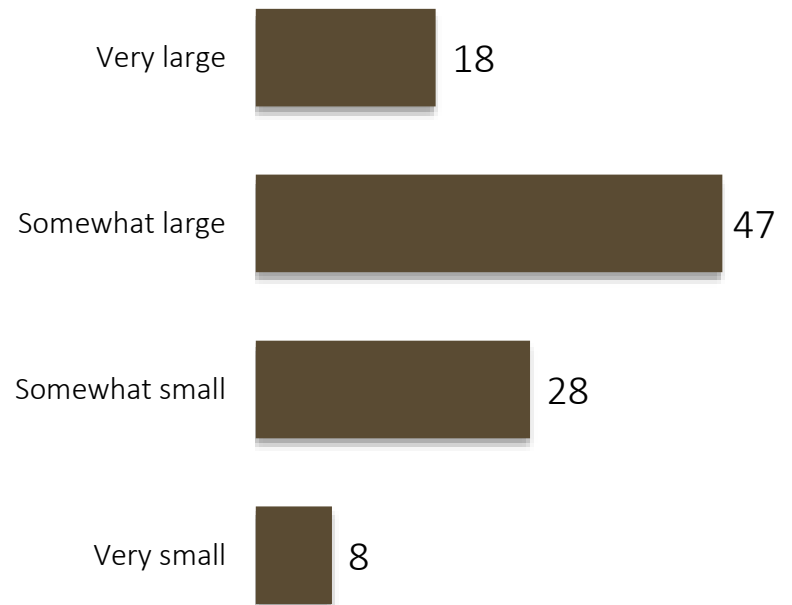
*There are benefits of deliberately incorporating the principles and potential harm for not doing so*

Four in ten Canadians think incorporating the principles has a very large potential to positively shape the character of Canadian youth. In 2016, the survey introduced an innovation to understand whether Canadians think if sport could cause harm if it does not intentionally incorporate the principles. Almost one in five (18%) think there could be a very large negative effect on participants in this case.

Positive Impact if Did Incorporate Principles



Negative Impact if Did Not Incorporate Principles



Q: If the sport organizations and activities in your community **deliberately incorporated these principles**, how much potential would there be for community-level sport to positively shape the character of Canadian youth? Do you think the potential is...

Q: If the sport organizations and activities in your community **did not intentionally include these principles** in their programming, how much potential would there be for community level sport to be harmful to participants? Do you think the potential is...

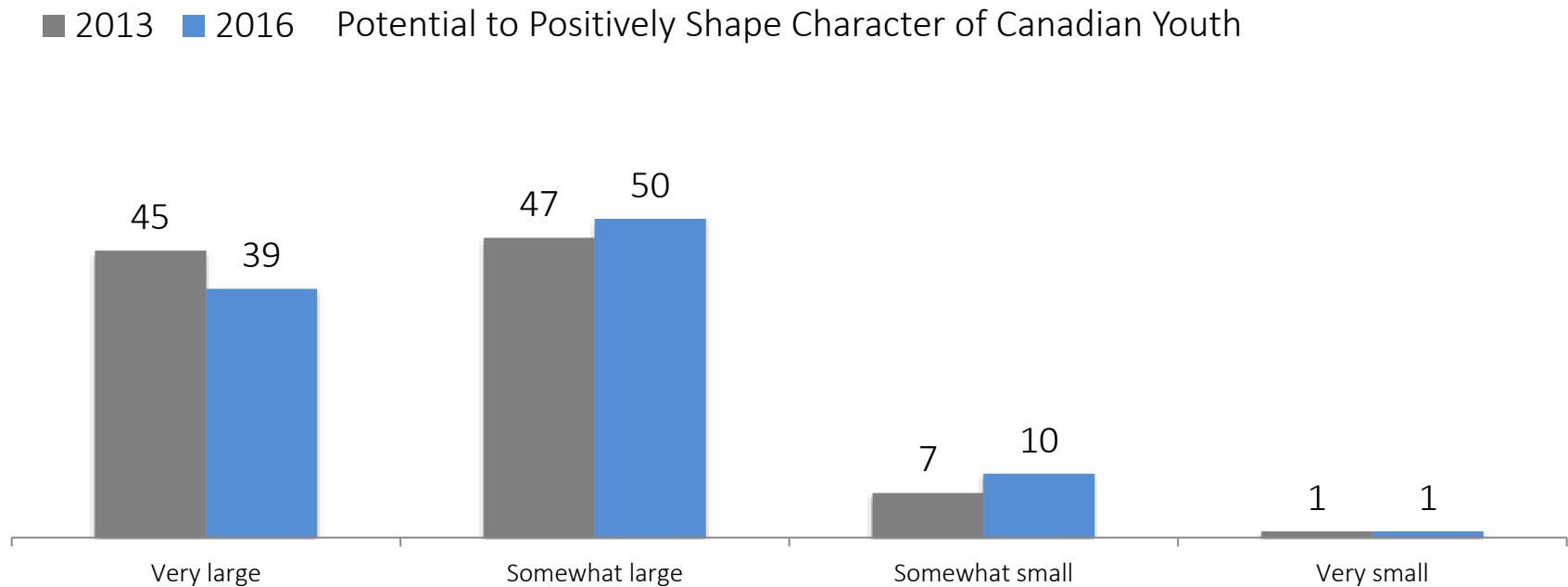
N: 2001



# VALUE OF PRINCIPLES

2013 to 2016

Compared with 2013, somewhat fewer Canadians said that there is a very large potential to positively shape the character of Canadian youth if a sport organization deliberately incorporated the principles.



Q: If the sport organizations and activities in your community deliberately incorporated these principles, how much potential would there be for community-level sport to positively shape the character of Canadian youth? Do you think the potential is...

N: 2016; 2001; 2013, 2000

# AWARENESS

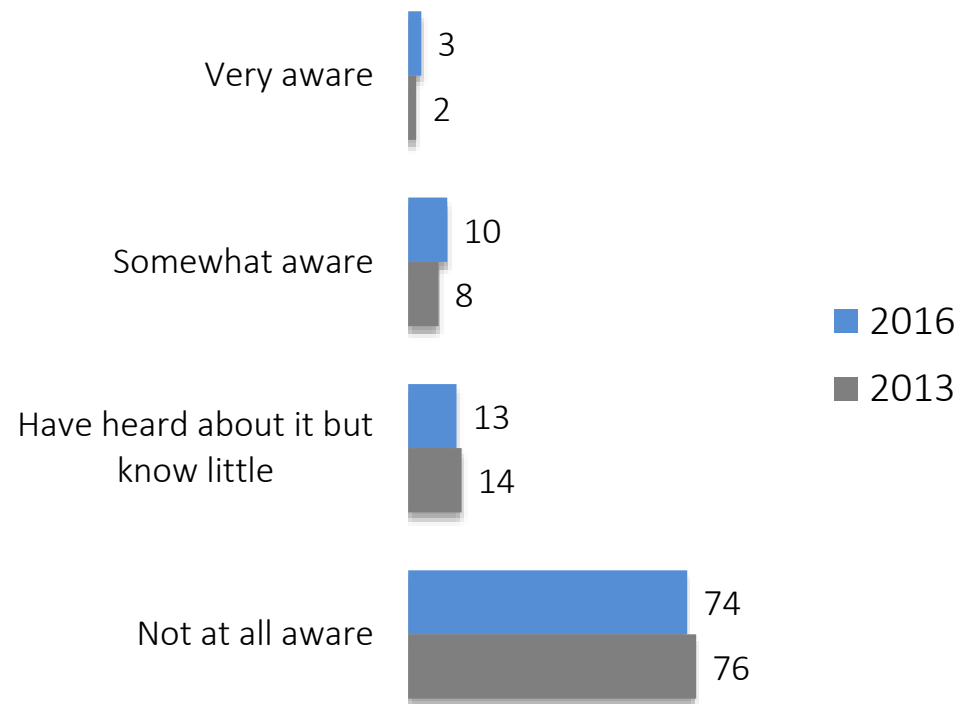
*3% are very aware of the True Sport Movement and 10% are somewhat aware*

Though the visual cue provided by the logo should help reduce error, there is a natural tendency for respondents to overestimate their awareness so we expect the true awareness to be somewhat lower.

Awareness is slightly higher in 2016 compared with 2013.



## Awareness of True Sport Movement

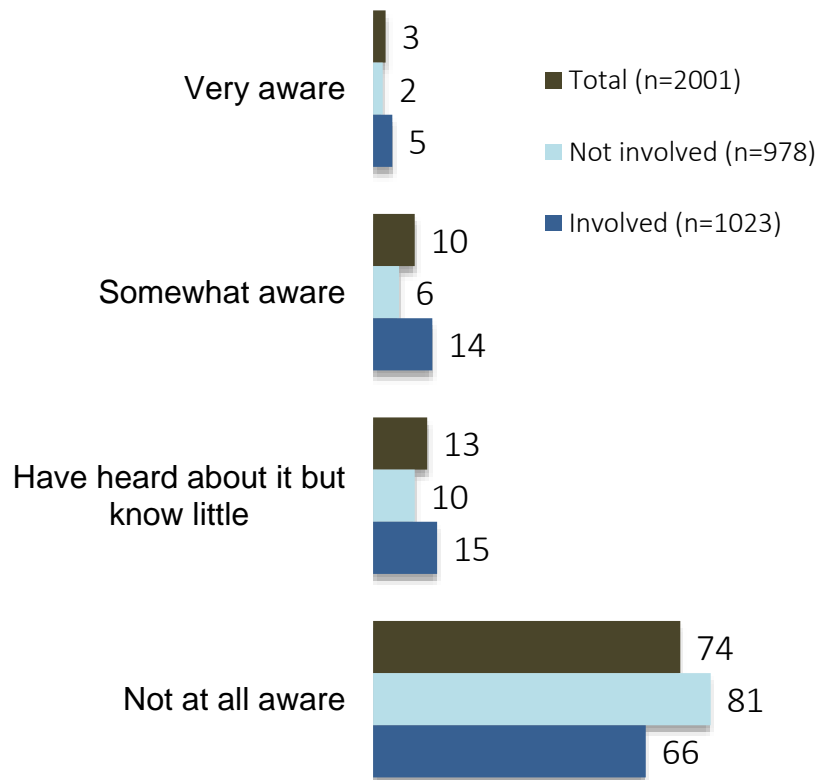


Q: Before today, how would you rate your awareness of the True Sport Movement?  
N: 2016, 2001; 2013, 2000

# AWARENESS

*By involvement in community sport*

## Awareness of True Sport by Involvement in Community Sport



Three in four Canadians have never heard of “True Sport” but this is only 66% for those who are involved in community sport. As a result, 19% of those who are involved are at least somewhat aware. Coaches (25%) and referees/officials (34%) are the most likely to be aware of True Sport.

Those who are involved in community sport are significantly more likely to be aware of True Sport than those who are not involved. Among this group, 31% are at least somewhat aware.

Q: Before today, how would you rate your awareness of the True Sport Movement?  
N: 2016, 2001

# COMMUNITY SPORT CONCERNS

## *Selected verbatim*

“Finding a balance between including everyone and not just handing out participation ribbons to all kids. It's a difficult balance to strike between accepting all and showing kids that showing up isn't always enough of a reason to achieve success.”

“The costs. Many families can't afford to put their children in sports”

“Qu'ils n'incluent pas tout le monde et qu'ils ne soient pas suffisants pour améliorer la santé des participants.”

“I think some parents take it much too seriously and put pressure on their own kids, other kids, coaches and organizers.”

“Too much of "everyone is a winner"”

“Team members picking on other team members. Bullying at a young age.”

“People are getting less involved in community activities.”

“It has become too competitive in that there may be a win-at-all costs attitude with coaches and parents getting more involved than they should.”

“It seems even at the recreational level many sports are cost-prohibitive. Inclusion is great but not realistic to many due to the costs.”

“Not very inclusive of different levels of ability.”

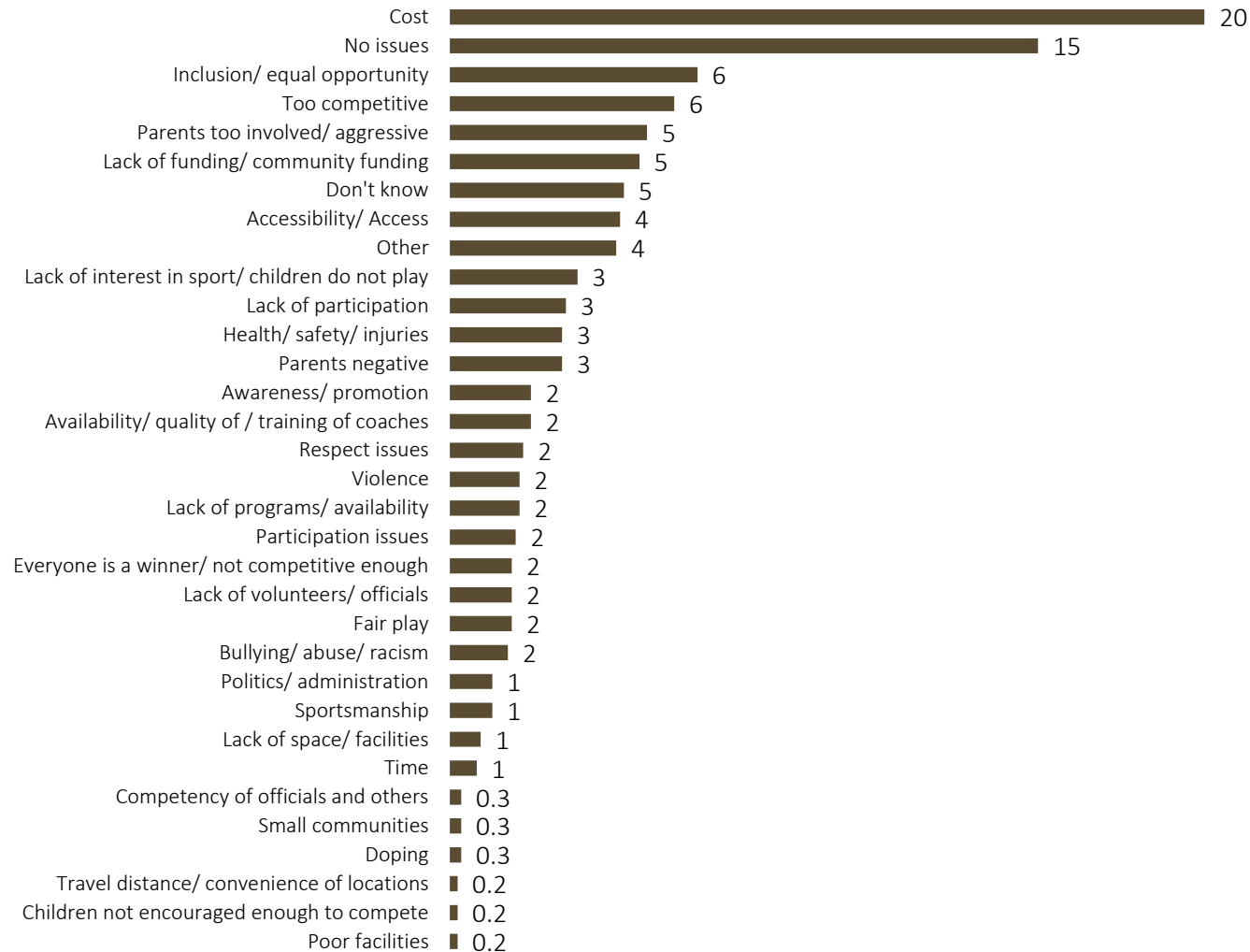
“Parents work long hours and do not have time to take their kids to all the sport activities available.”

“Too much emphasis at times on winning instead of playing and refereeing in a fair manner.”

“Parents getting too involved and putting pressure on them to win over having fun.”

# COMMUNITY SPORT CONCERNS

*Cost is the number one issue mentioned by Canadians*



Q: What is the issue that concerns you most about community level sport in Canada today?

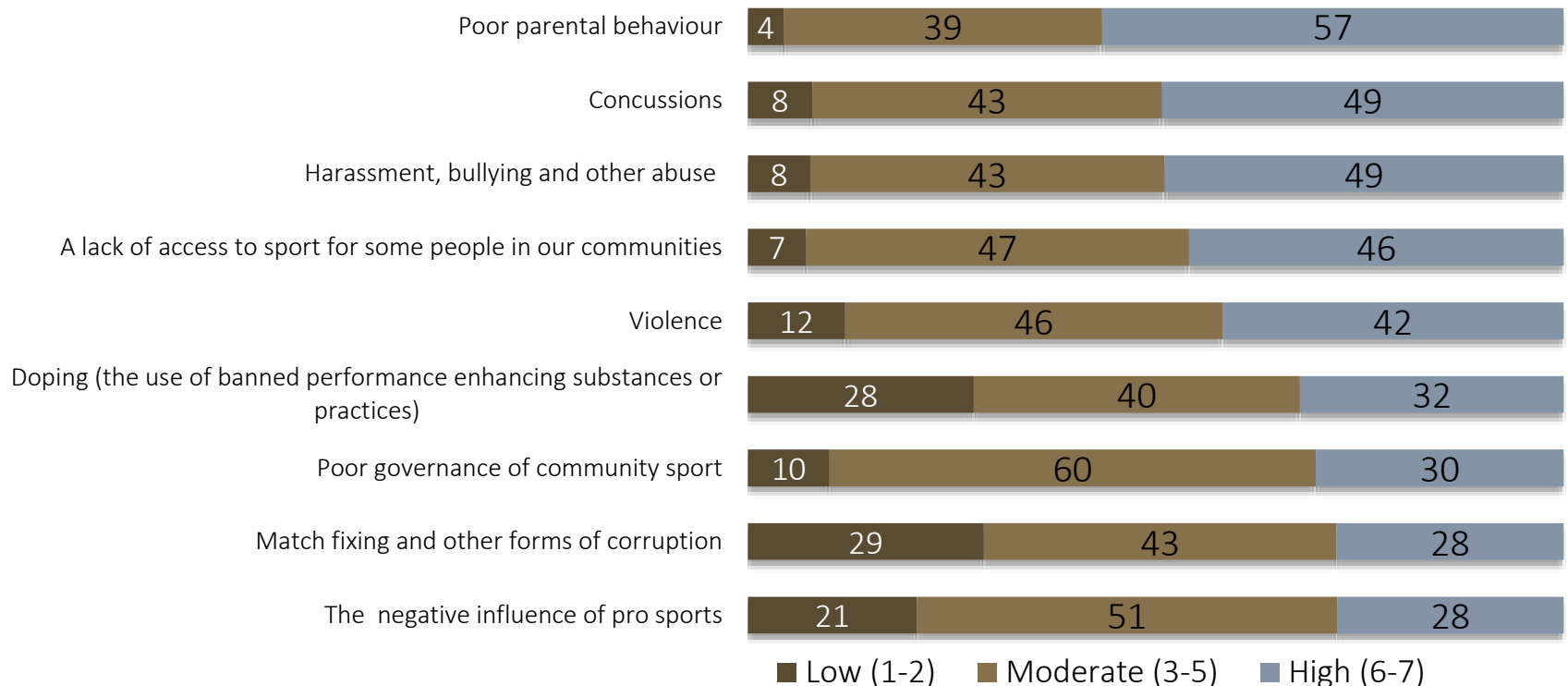
N: 2001

# CONCERNS

## Summary

Poor parental behaviour is the most concerning aspect of community level sport followed by concussions and harassment, bullying and other abuse

### Level of Concern With

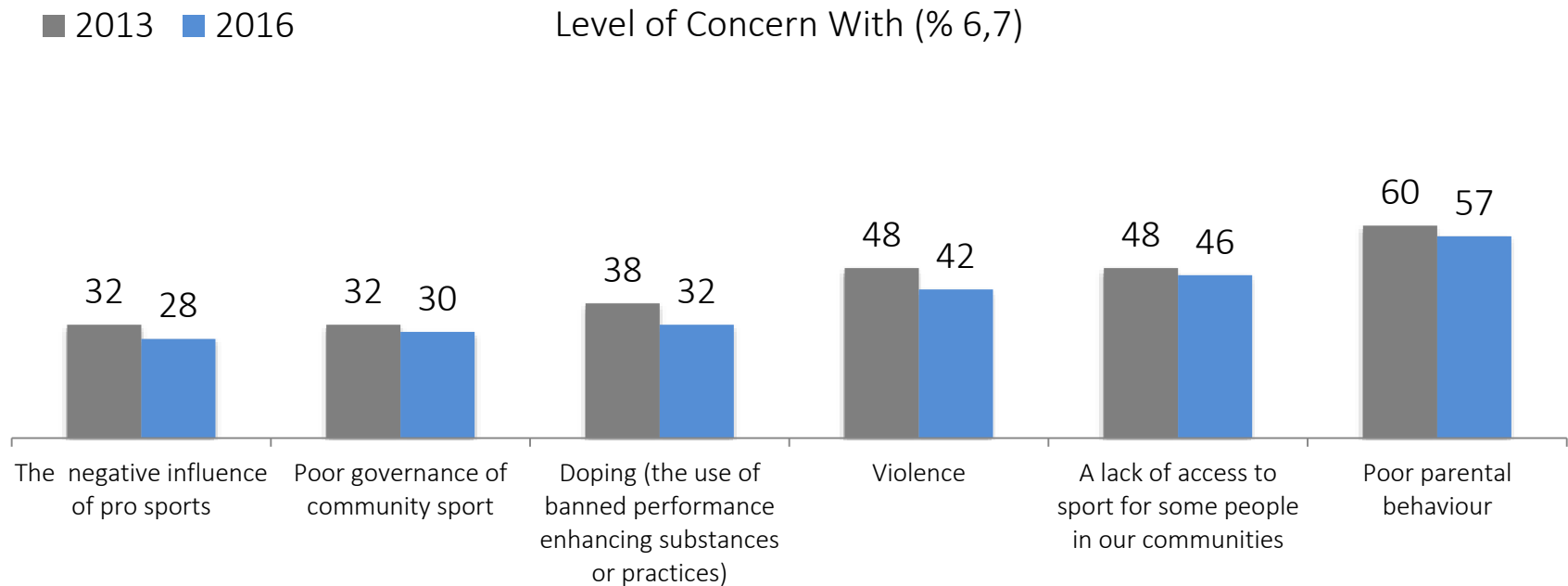


Q: When it comes to community level sport how concerned are you about each of the following?

N: 2001

# COMPARING CONCERN

*Compared with 2013, concern with violence and doping are somewhat lower in 2016*



Q: When it comes to community level sport how concerned are you about each of the following?  
N: 2016; 2001; 2013, 2000

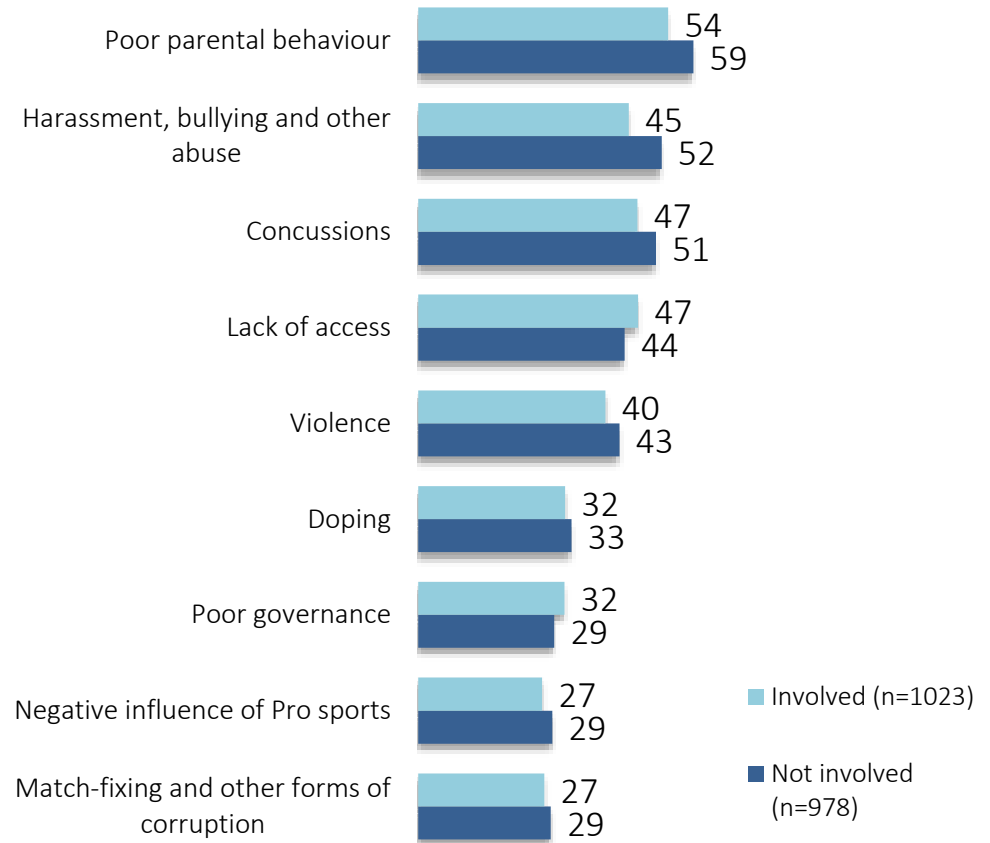
# COMPARING CONCERN

*By involvement in community sport*

While those involved tend to have similar levels of concern as those not involved, there are two places of significant difference.

Those not actually involved tend to be much more concerned with harassment and poor parental behaviour.

% High Concern by Involvement



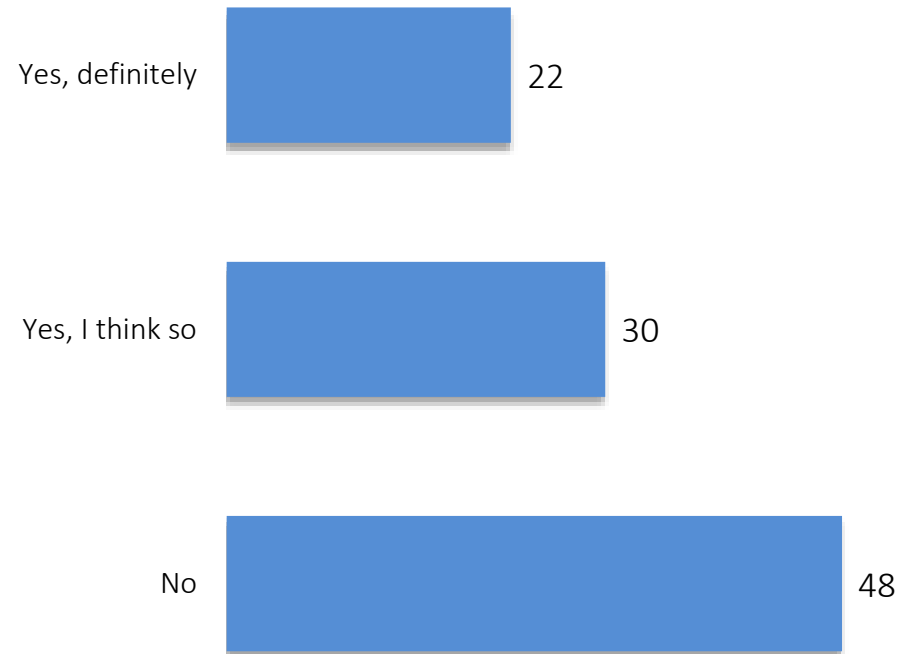
Q: When it comes to community level sport how concerned are you about each of the following?  
N: 2016; 2001



# FACTORS AFFECTING CHILD SPORT REGISTRATION

*More than half of Canadians with children under 18 say there are factors that affect their decision to register their child in community sport*

Are There Factors Affecting Decision to Register Child in Sport



Q: Are there factors affecting your decision to register your child in community sport?  
N: 708

# POSITIVE FACTORS

*Health, teamwork and exercise are the top positive factors mentioned*

“social skills and interaction with other children, physical activity, try multiple types of athletics”

“ability to play with friends”

“promotes a healthy lifestyle, and provides opportunities to develop responsibility and to be part of a team that works together.”

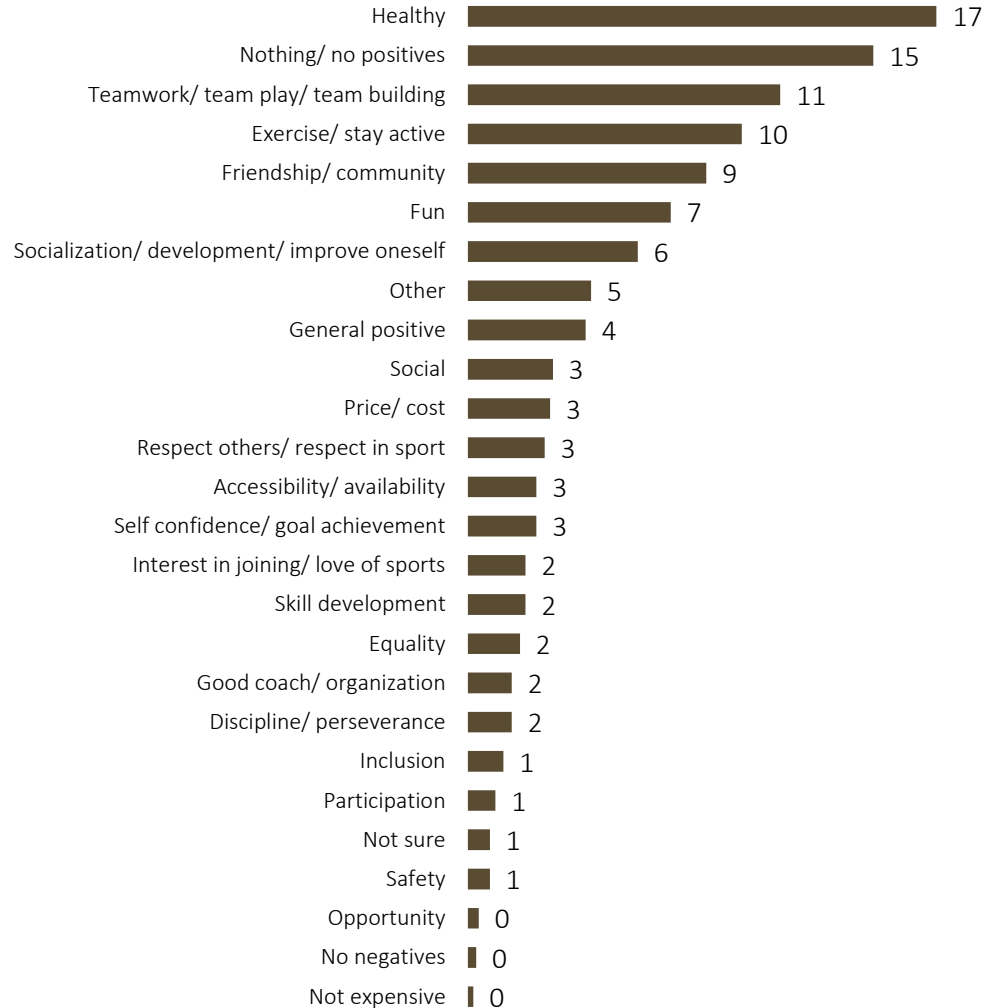
“child loves sports”

“It's beneficial and good for my kids. It allows social interaction, and physical exercise.

“still want my child involved in community sports for socializing and healthy activity”

“Apprends a respecter les autres”

“Épanouissement personnel de mon enfant, qu'il fasse ce qu'il aime, le plaisir, l'envie et l'ambition de pratiquer un sport.”



Q: What are these factors that affect your decision to register your child in community sport?

N: Those who have factors affecting decision, 374

# NEGATIVE FACTORS

*Costs are clearly most negative issue but bullying/ harassment also mentioned*

“Cost of registration, participation and gear is too high. I can't afford it. Location (I walk everywhere and do not drive, many sports involve travelling to other neighbourhoods which is difficult).”

“La violence, l'intimidation et le coût trop élevé.”

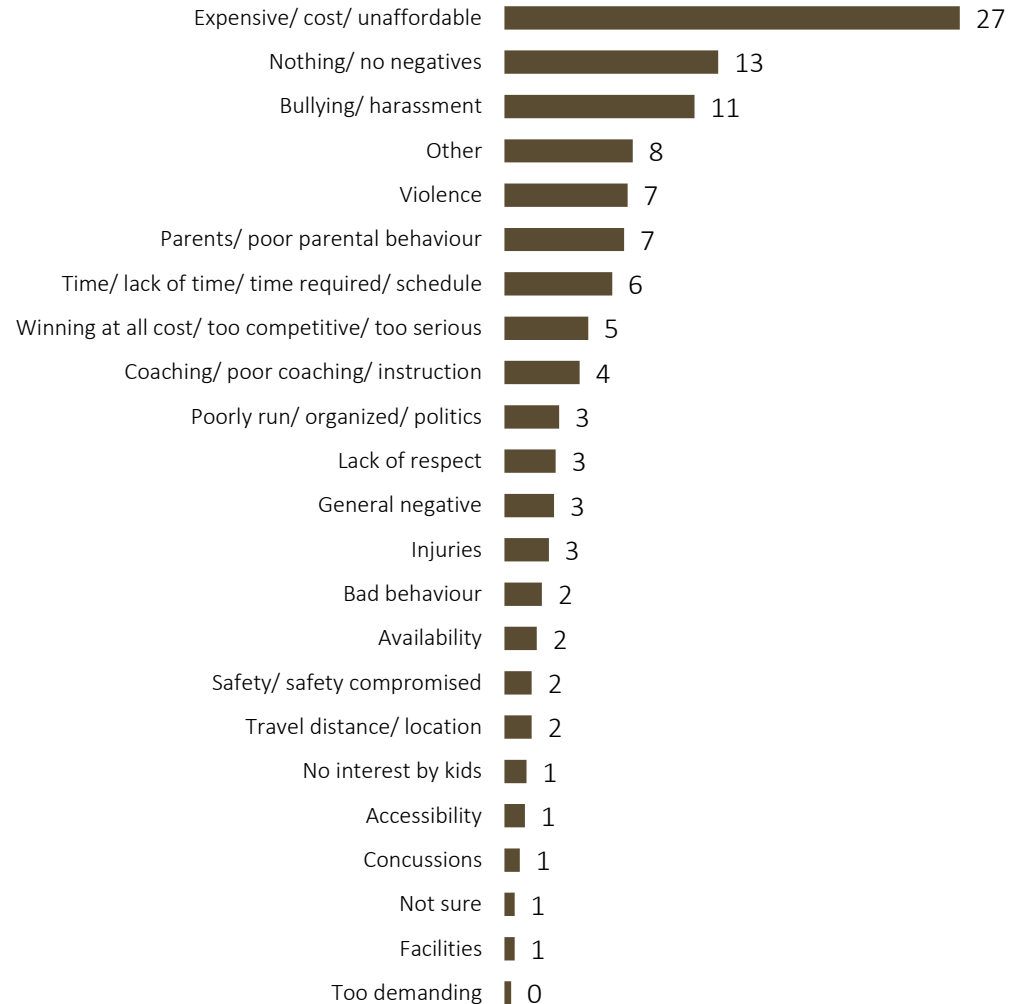
“Only the top athletic kids are played, coach yelling too much”

“Safety, harassment, negative impact, cost”

“Can't afford the fees”

“cost, over competitiveness/specialization at a young age, time commitment”

“le comportement des parents, entraîneurs”



Q: What are these factors that affect your decision to register your child in community sport?

N: Those who have factors affecting decision, 374

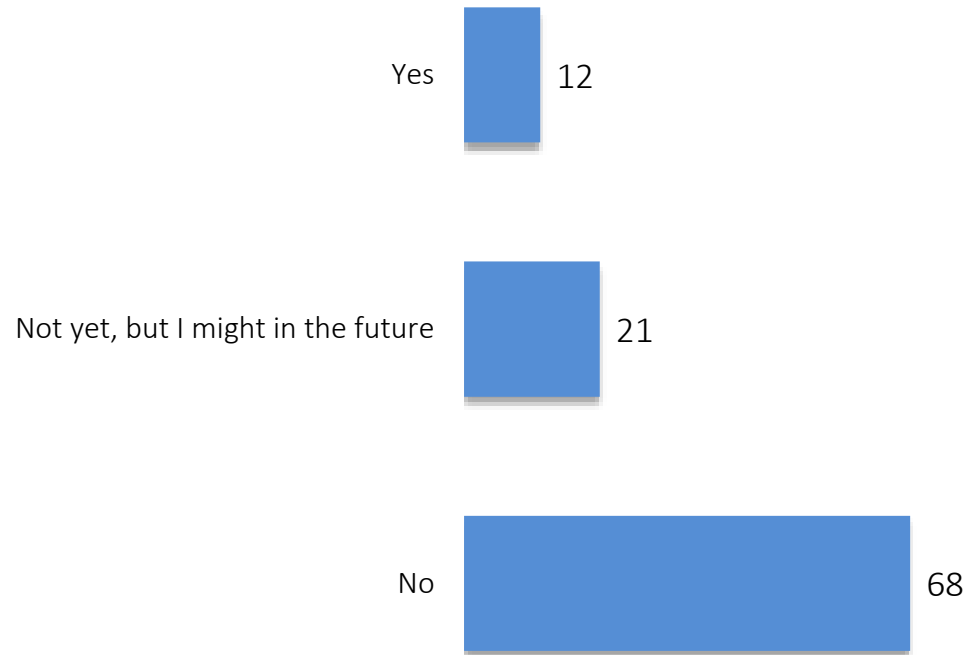
# DISCOURAGING CHILDREN FROM SPORT

*More than one in ten parents have discouraged a child from participating in sport because of long-term health concerns*

Asked of people who have children, including those who have moved out, it is interesting that 12% have already discouraged a child and 21% might in the future.

The number of parents who have already done so (see next page) is higher if they have children over 11. It is also evident that people with young children in their household are quite willing to offer that they might do so in the future (50% of those with a child under the age of five years of age).

## Ever Discouraged Child from Playing Particular Sport Because of Health Concerns



Q: Have you ever discouraged your children from participating in a sport because you were concerned about them doing long-term damage to their health or wellness?

N: Have children, 1130

# DISCOURAGING CHILDREN FROM SPORT

*By presence of children in house*

Those with younger children are more likely to say that they might compared with parents of older children (these parents have already made many of these decisions and either have or have not discouraged participation). It is notable, however, that 50% of those with a child under the age of five might discourage for this reason and for those with older children many parents did discourage a child (17% of those with children 16 to 18 years of age in their household).

	Presence of Children in the Household (Multiple children possible)							
	Anyone with a child (n=1130)	At least one child under 18 (n=543)	Less than 5 years old (n=199)	5 to 10 years old (n=208)	11 to 15 years old (n=192)	16 to 18 years old (n=131)	Over 18 years old (n=221)	My children no longer live at home
Yes	12	10	5	9	14	17	14	13
Not yet, but I might in the future	21	39	50	41	33	33	15	8
No	68	50	45	50	53	51	71	80

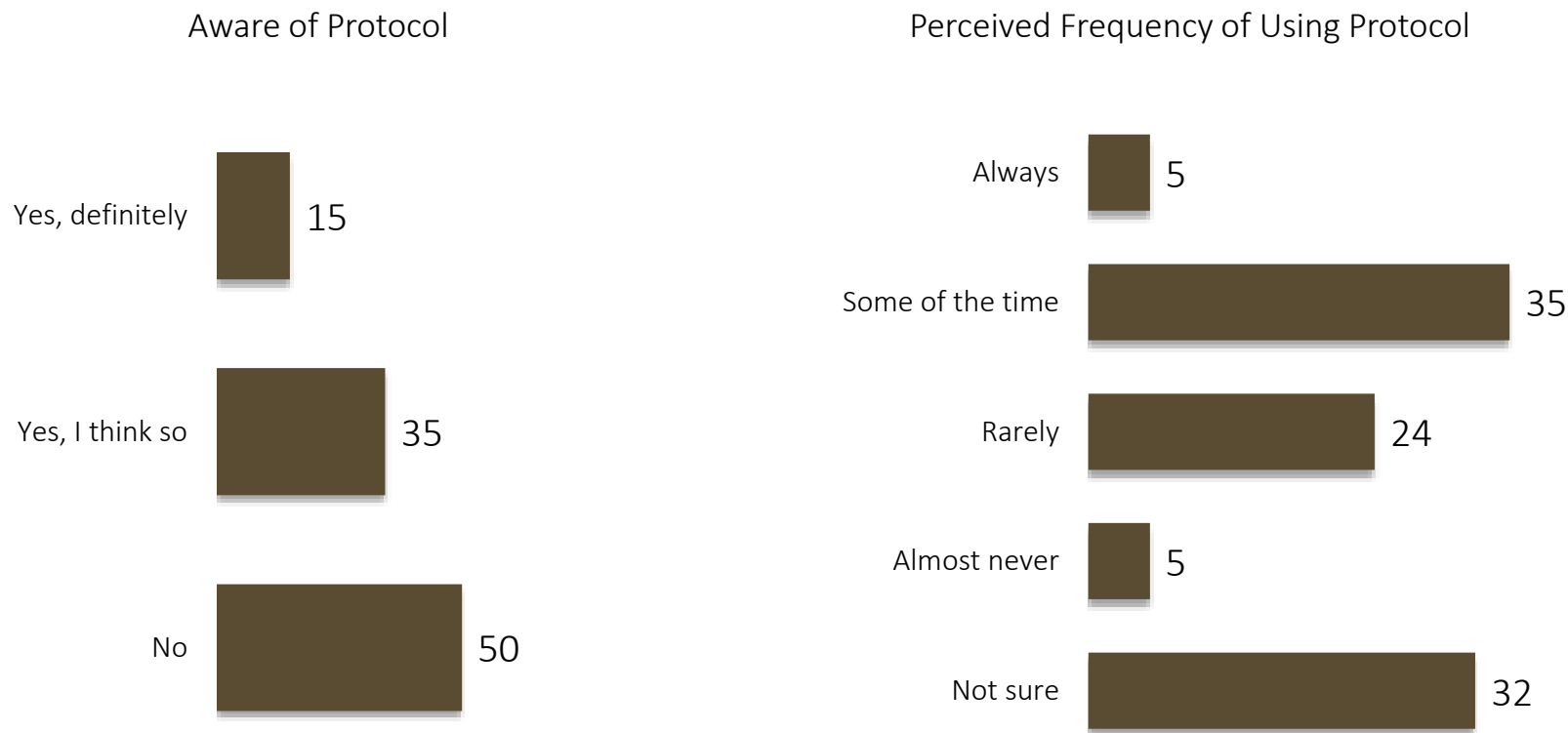
Q: Have you ever discouraged your children from participating in a sport because you were concerned about them doing long-term damage to their health or wellness?

N: Have children, 1130

# CONCUSSION PROTOCOL

*15% are definitely aware of concussion protocol and 5% think it is always used in community sport*

Only 15% are definitely aware of the concussion protocol and even fewer think that it is always used in community sport.



Q: As you may know, the comprehensive concussion protocol is a complete chain of care for sport participants, starting with prevention and awareness through training, primary care when concussions occur, proper rehabilitation, and a good strategy for return to play, school or work. This protocol is recommended for all community sport organizations. Have you heard of the comprehensive concussion protocol?

Q: How often do you think the comprehensive concussion protocol is being used in community sport?

N: 2001

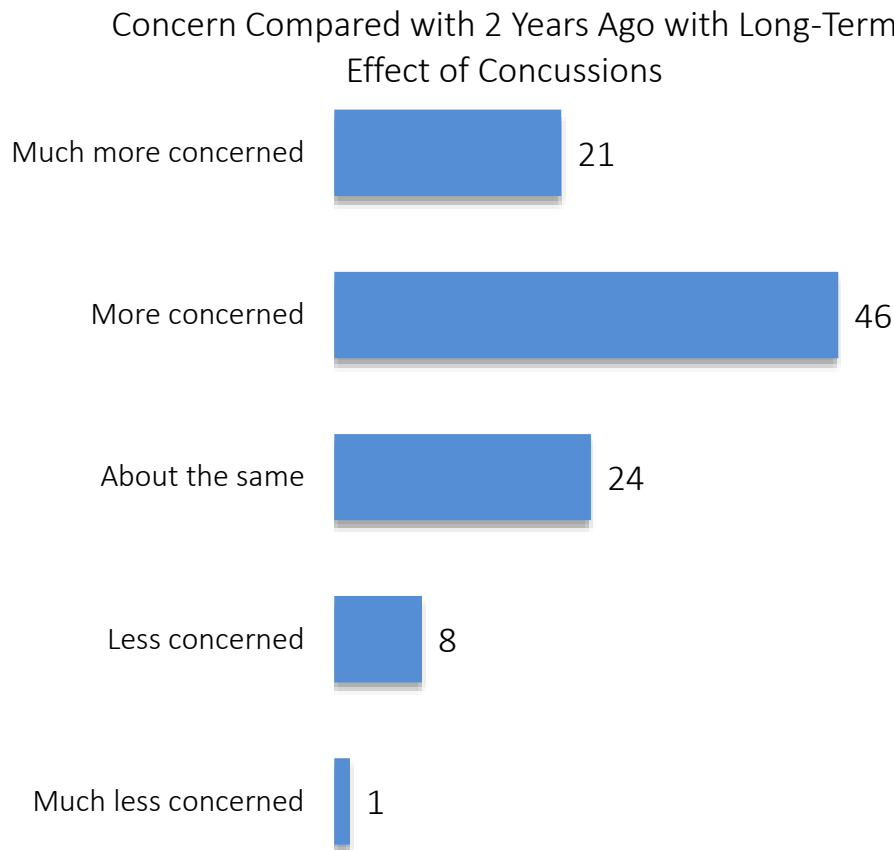
# CONCERN WITH LONG-TERM CONSEQUENCES OF CONCUSSIONS

*67% are more concerned now about the long-term effects than they were two years ago*

There is no question that concussions are a significant concern for Canadians. Earlier we found that, concussions were the second most concerning issue tested. Although the question has not been asked previously, when we ask Canadians if they are more or less concerned, they tend to be more rather than concerned. In fact only 9% are less or much less concerned.

Those who self-identify as involved in community sport are more likely to say that they are at least somewhat more concerned (71%).

It is interesting that older Canadians are more likely to be more concerned (78% of those 65 years and older) compared with younger Canadians (63% of those under 25 years of age).



Q: Compared with two years ago, are you more or less concerned about the long-term consequences of concussions on those who participate in sport?

N: 2001

# IMPACT OF AWARENESS OF PROTOCOL

## *Concern by level of awareness*

Awareness of the concussion protocol is associated with the belief that it is used more often but even among those who are definitely aware only 17% think it is always used and 55% think it is sometimes used. Awareness is also associated with more concern with the long-term consequences of concussions. For those who are definitely aware of the protocol, 35% are much more and 46% are more concerned than they were two years ago (78% net more concerned).

Frequency Protocol is Used

	Total (n=2001)	Aware of the Concussion Protocol		
		Yes, definitely (n=287)	Yes, I think so (n=674)	No (n=1040)
Always	5	17	4	2
Some of the time	35	55	49	19
Rarely	24	19	27	22
Almost never	5	1	4	7
Not sure	32	8	16	50

Change in Concern with Concussions

	Total (n=2001)	Aware of the Concussion Protocol		
		Yes, definitely (n=287)	Yes, I think so (n=674)	No (n=1040)
Much more concerned	21	35	20	17
More concerned	46	43	53	43
About the same	24	14	13	34
Less concerned	8	7	12	6
Much less concerned	1	1	2	2

Q: How often do you think the comprehensive concussion protocol is being used in community sport  
N=2001

Q: Compared with two years ago, are you more or less concerned about the long-term consequences of concussions on those who participate in sport?  
N: 2001

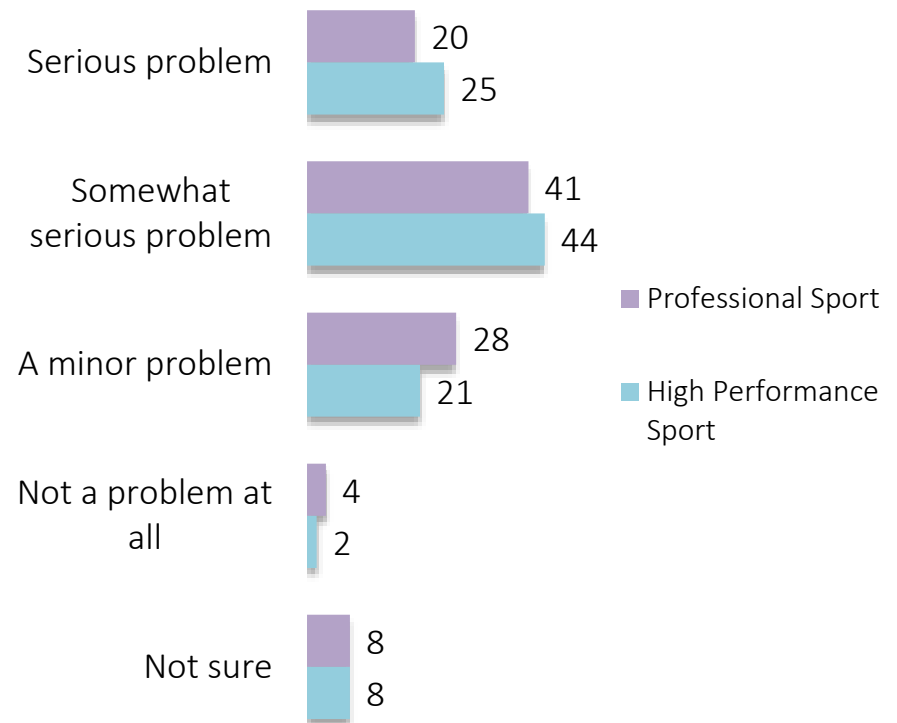


# CHEATING

*Canadians think that cheating is a serious problem but they are only slightly more likely to attribute the problem to High Performance Sport*

While Canadians are slightly more likely to think that cheating is a serious problem for high performance sport (25%) compared with professional sport (20%), the overall distribution is fairly similar.

## Extent Cheating is a Problem



Q: Professional Sport is sport where athletes have pursued it as their career and seek to make a living through sport. To what extent do you think cheating is a problem in professional sports such as football, hockey, baseball, tennis, and golf?

Q: High Performance Sport is sport where athletes train and compete at the highest international level such as world cups, world championships and Olympic/Paralympic Games. To what extent do you think cheating is a problem in HIGH PERFORMANCE sport?

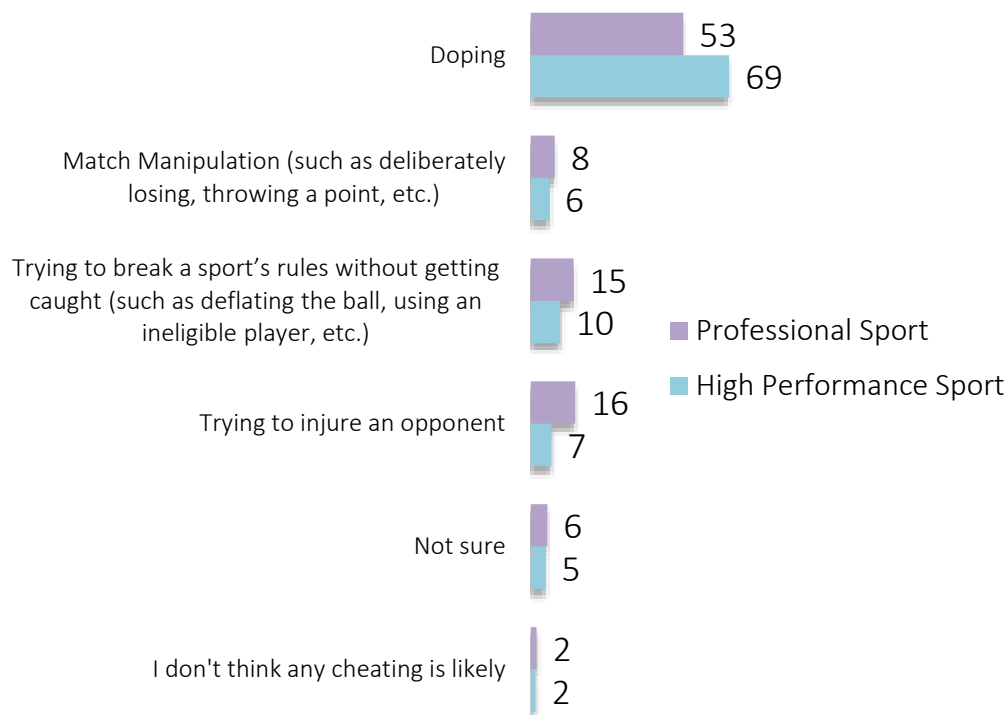
N: 2001

# MOST LIKELY FORMS OF CHEATING

*Doping considered the most likely*

The first type of cheating that most people identified was doping and this is particularly true for high performance sport. Interesting the perceived seriousness of the problem is not associated with the type of cheating identified.

## Types of Cheating (% selected first)



Q: If cheating occurs in professional sports, please select the most likely types of cheating? Please select up to 3 types with the first being the most prevalent.

Q: If cheating occurs in high performance sports, please select the most likely types of cheating? Please select up to 3 types with the first being the most prevalent.

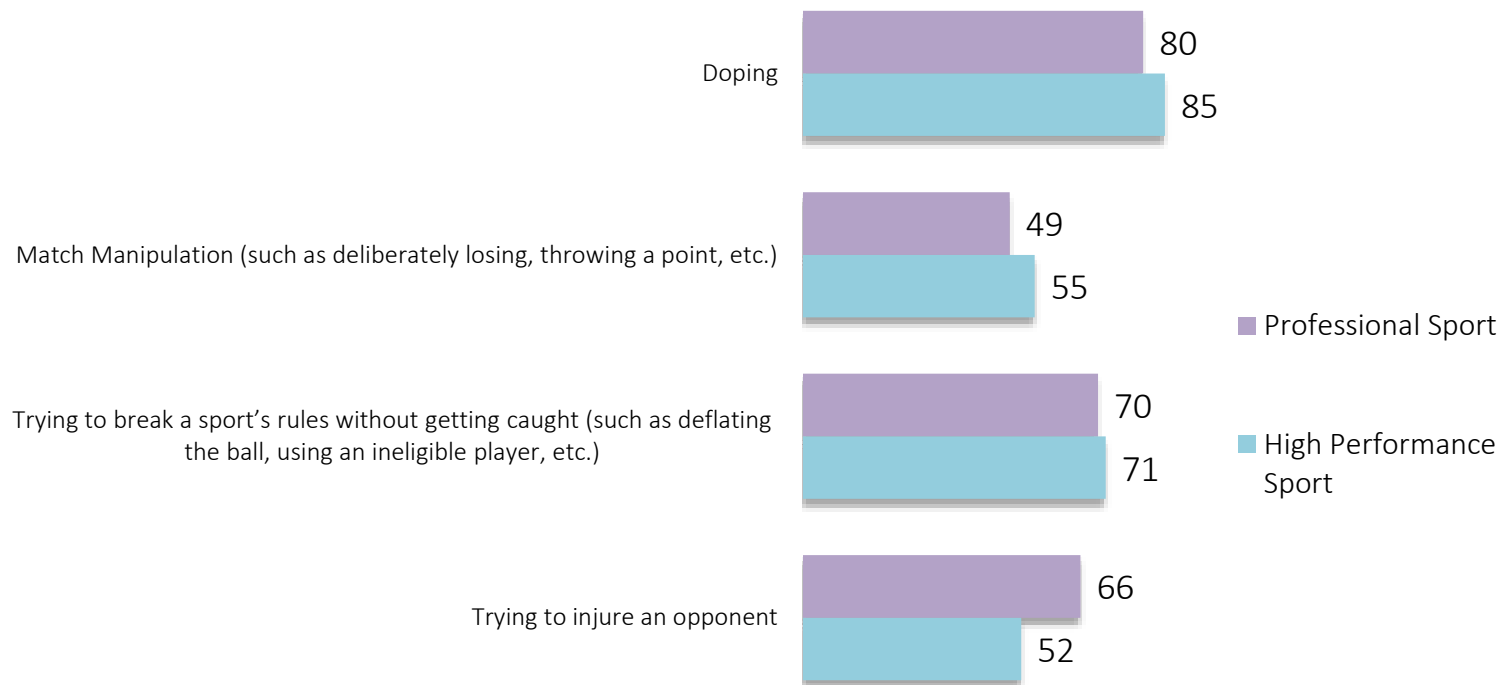
N: 2001

# LIKELY FORMS OF CHEATING

*Doping and breaking the rules most acknowledged forms of cheating*

Doping is still the most referenced type of cheating when we consider all three mentions but trying to break the rules emerges as second.

## Types of Cheating (% selected at all)



Q: If cheating occurs in professional sports, please select the most likely types of cheating? Please select up to 3 types with the first being the most prevalent.

Q: If cheating occurs in high performance sports, please select the most likely types of cheating? Please select up to 3 types with the first being the most prevalent.

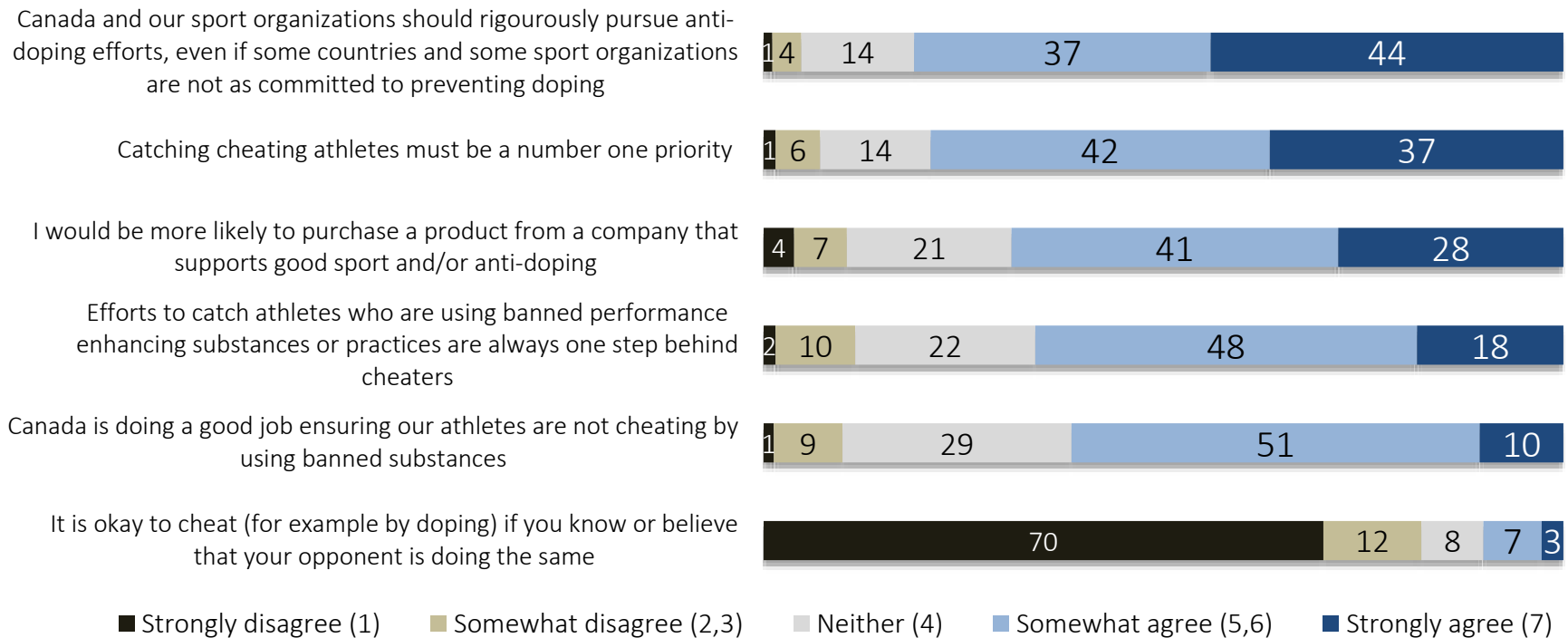
N: 2001

# AGREEMENT

## Summary

Canadians endorse a strong value-based effort to pursue cheaters according to the overall distribution of opinion on these questions. For example, 70% take the strongly disagree position (82% net disagree) against the idea that it is okay to cheat if you know or believe your opponent is doing the same. Reflecting this rejection of cheating, there is a strong endorsement that Canada should be rigorous even if other countries are not as committed (81% at least somewhat agree) and that catching cheaters needs to be a number one priority (79% net agree).

### Level of Agreement



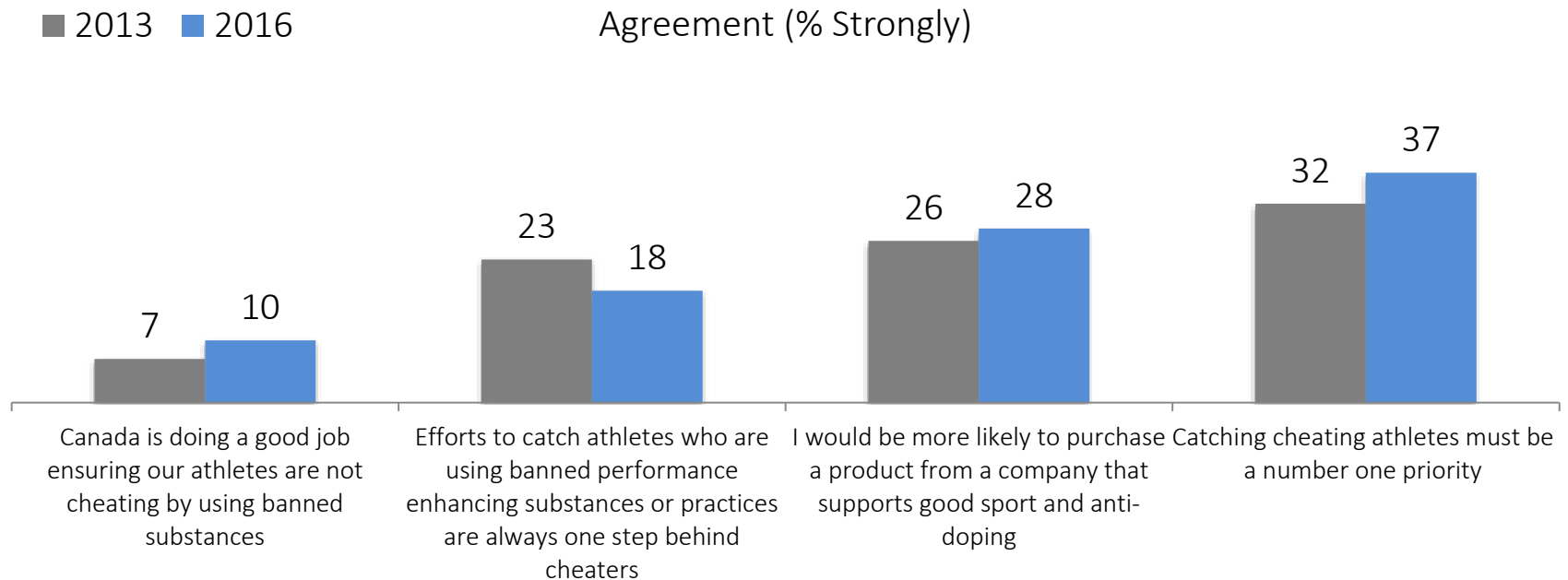
Q: To what extent do you agree or disagree with each of the following statements?

N: 2001

# AGREEMENT

*Comparing 2016 to 2013*

On the four questions asked in 2013, Canadians are slightly less likely to agree strongly that efforts to catch athletes is always one step behind and more likely to think catching cheaters must be a number one priority.



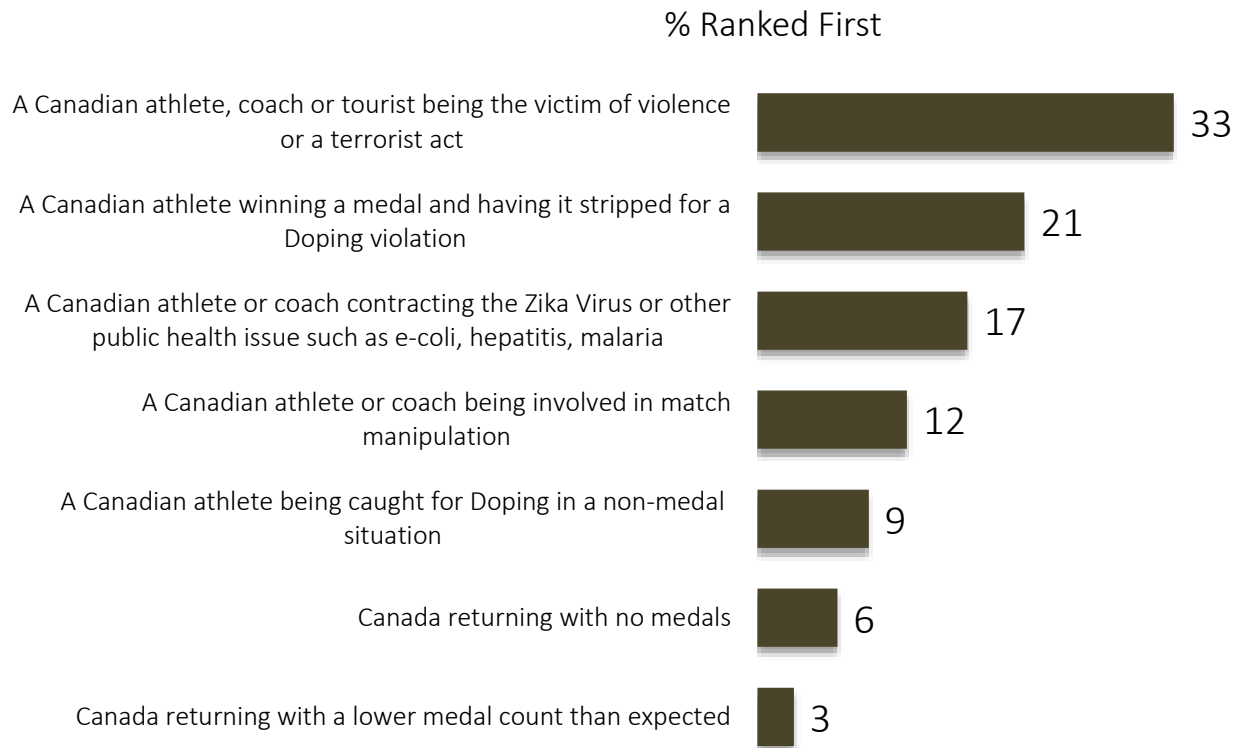
Q: To what extent do you agree or disagree with each of the following statements?

N: 2001

# OLYMPICS CONCERNS

*Terrorism the biggest concern with medal count being least likely to be the most important*

While the number one concern most mentioned by Canadians is that someone will be a victim of violence or terrorist attack, it is only mentioned by 33%. The next most mentioned concern is a Canadian athlete having a medal stripped for a doping violation. This is mentioned first by more people than a public health issue.



Q: In thinking ahead to the Olympic and Paralympic Games in RIO this summer, what would concern you most if it occurred. Please rank these concerns from 1 to 7 - where 1 would be the issue of greatest concern to you.

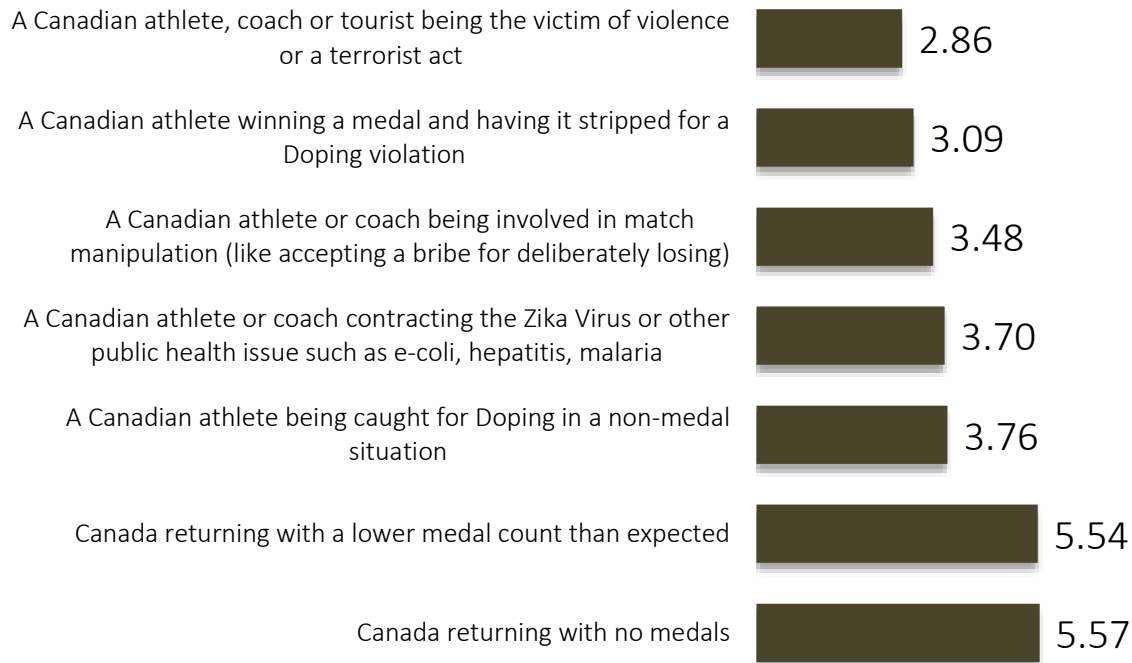
N: 2001

# OLYMPICS CONCERNS

*Average ranking*

The average rank for violence or terrorism is 2.86 out of 7 (lower is more likely to be selected first) and an athlete having a medal stripped for doping is the next most most ranked as as concern (3.09).

Average Rank (Lower is more Concern)



Q: In thinking ahead to the Olympic and Paralympic Games in RIO this summer, what would concern you most if it occurred. Please rank these concerns from 1 to 7 - where 1 would be the issue of greatest concern to you.

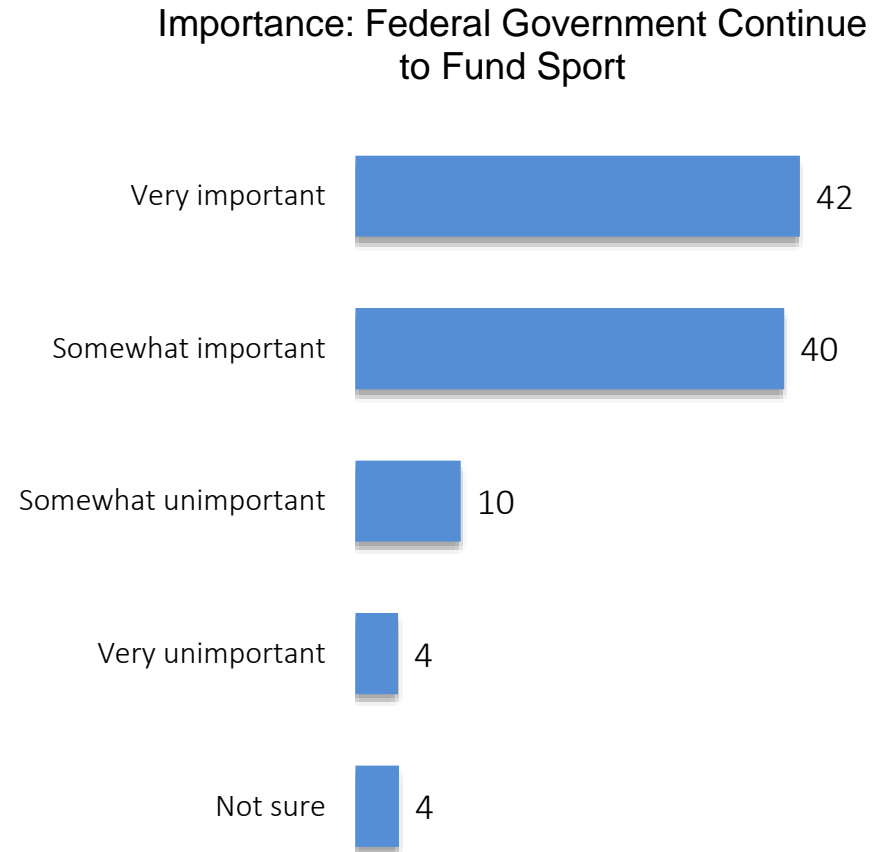
N: 2001

# IMPORTANCE OF FUNDING SPORT

*Funding sport is very important for Canadians*

More than four in ten Canadians think that it is very important for the Federal Government to continue to fund sport even with the current economic climate. Another 40% think it is somewhat important, leaving few who consider this to be a low priority.

Older Canadians place more importance on funding sport and, in particular, place a high importance on mandatory school physical activity and the development of values.



Q: 27. Given the current economic climate, how important is it for the Federal Government to continue to fund sport?

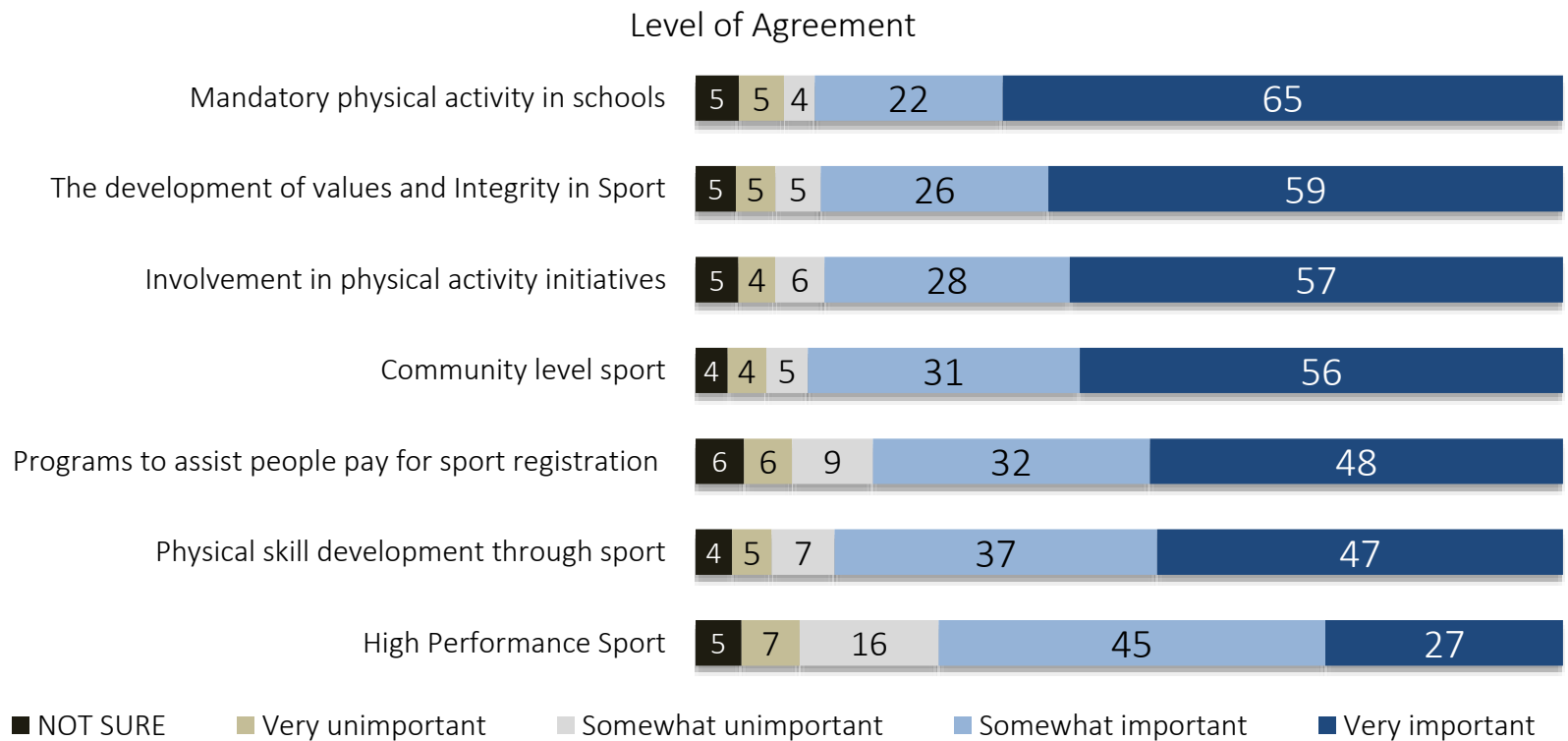
N: 2001



# IMPORTANT FUNDING ACTIVITIES

## Summary

The highest priorities for funding are mandatory physical activity in school (65% very important and 22% somewhat important) followed by the development of values and integrity in sport (59% very important and 26% somewhat important) and involvement in physical activity initiatives (57% very important and 28% somewhat important). High performance sport is the least likely to be supported (27% very important and 45% somewhat important) but even here a majority is in favour.



Q: When it comes to funding sport in Canada, how important is it to fund?

N: 2001

# FUNDING PRIORITIES

*By importance of funding sport overall*

In general, those who think it is important to fund sport overall are more likely to think it is very important to fund each of the specific funding areas but the rank order is very similar with mandatory physical activity the highest rated across all levels of overall support for sport funding.

% very important to fund each of the following:	Total (n=2001)	Importance to Fund Sport Overall				
		Very important (n=812)	Somewhat important (n=818)	Somewhat unimportant (n=203)	Very unimportant (n=79)	Not sure (n=89)
Mandatory physical activity in schools	65	75	64	42	46	37
The development of values and integrity in sport	59	75	56	34	29	23
Involvement in physical activity initiatives	57	73	52	29	38	26
Community level sport	56	73	51	26	29	23
Programs to assist people pay for sport registration	48	65	41	23	20	27
Physical skill development through sport	47	63	40	24	18	22
High performance sport	27	43	19	11	8	8

Q: When it comes to funding sport in Canada, how important is it to fund?

N: 2001

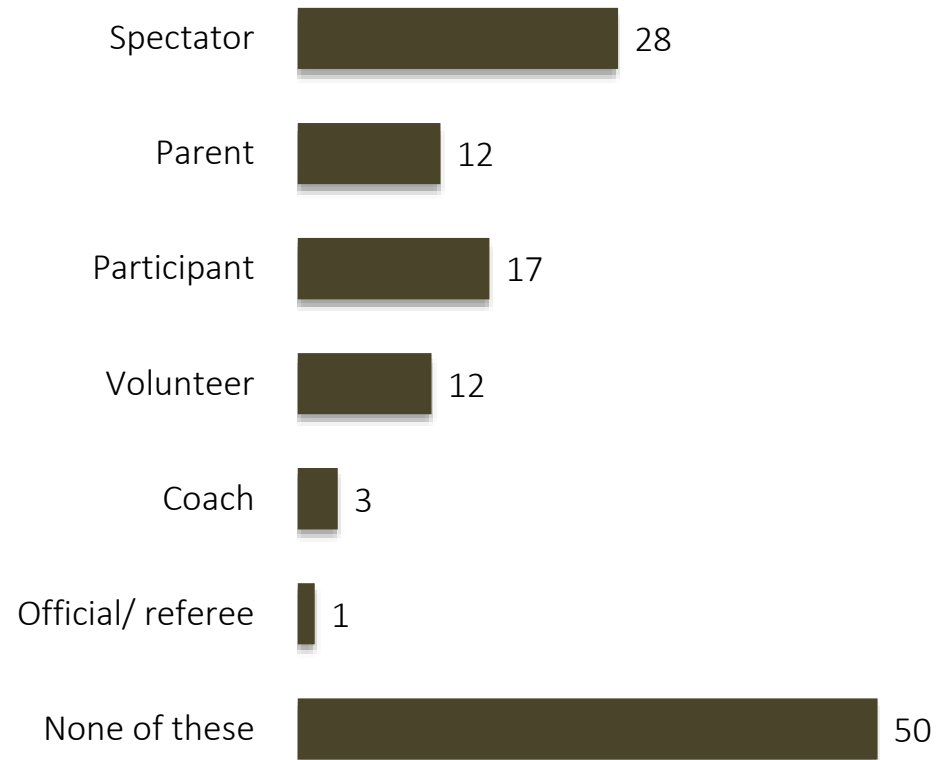
# INVOLVEMENT

The substantive beginning to the survey asked people to self-identify in terms of their participation in community-level sport. Half of Canadians do not consider themselves to be any of the roles.

Those older than 50 years of age are more likely to not be involved in community sport (57% of those over 50 years).

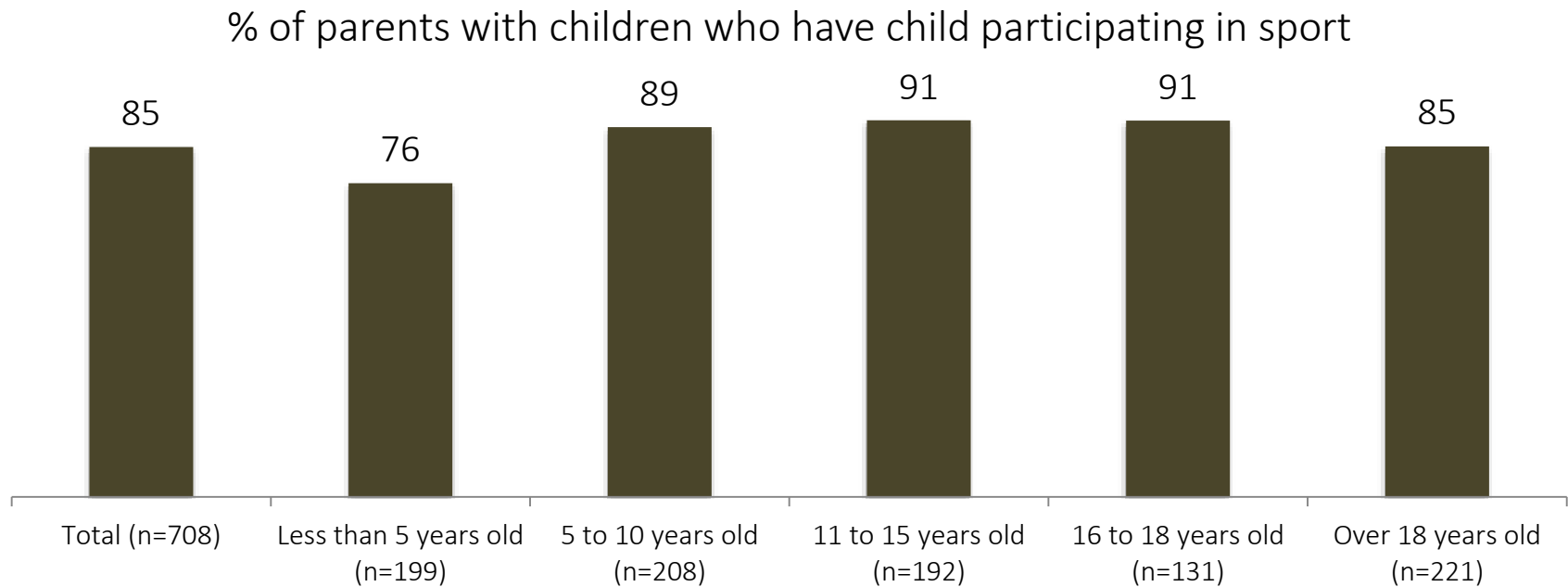
Men are more likely to identify as coaches (6%) and officials/ referees (2%).

## Roles in Community Sport



Q: In the past year, how would you define your participation in community-level sport?  
N: 2001

# CHILDHOOD PARTICIPATION IN SPORT



Q: To what extent are your own expectations being met in terms of what you hoped your children would get out of their experience with sport? [ONE RESPONSE CATEGORY WAS "CHILDREN DO NOT PARTICPATE IN SPORT"]

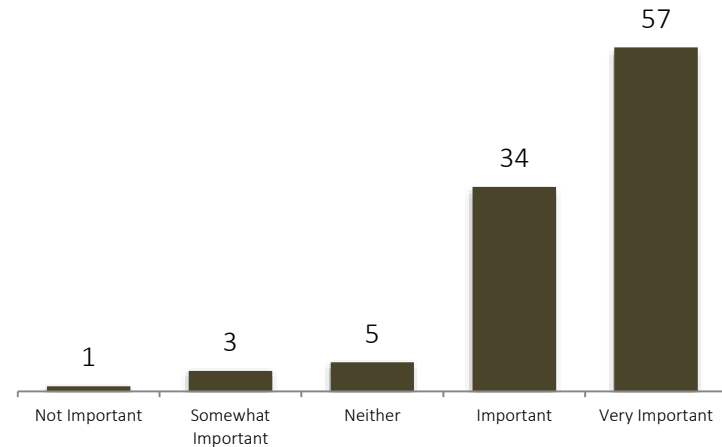
N: 2001

# APPENDIX

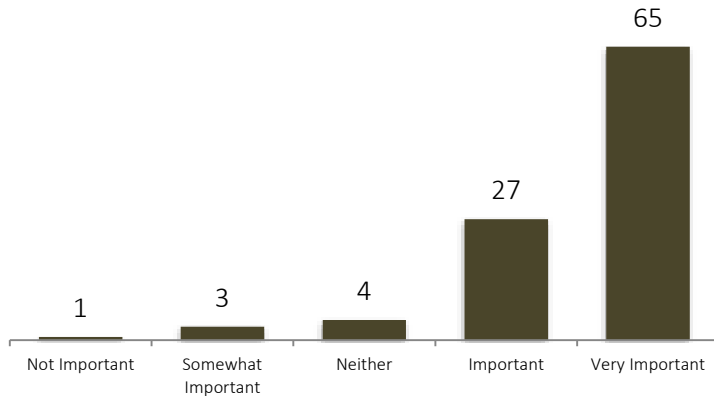
# Importance Ratings for 7 Principles

All of the principles are at least a little important for Canadians but the proportion who take the most important position varies from a low of 26%, “Give Back” to a high of 65%, “Respect Others”.

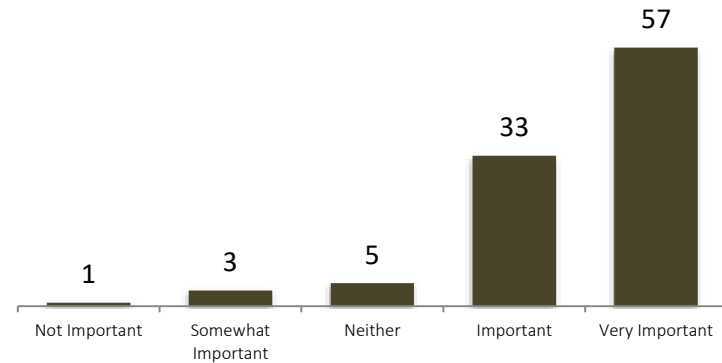
Importance> Keep It Fun



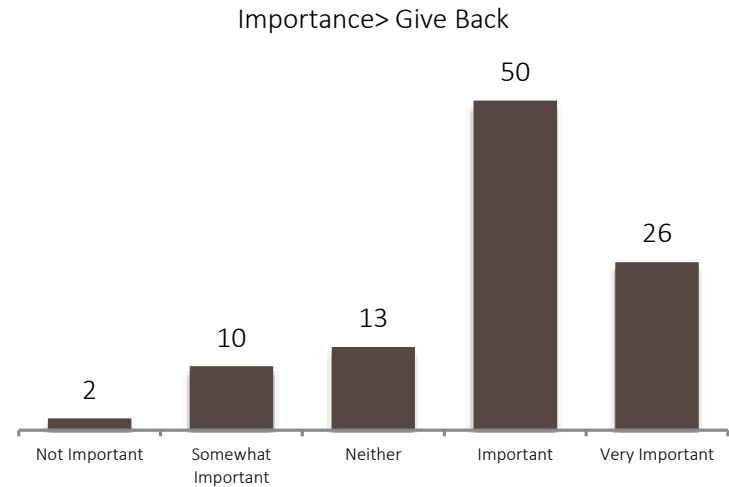
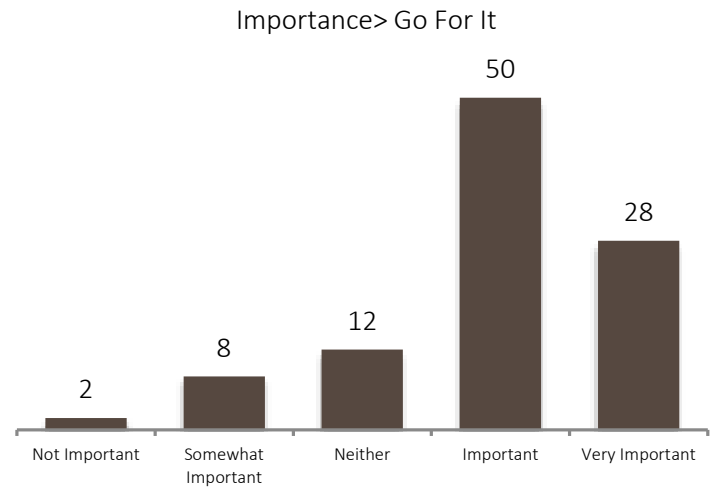
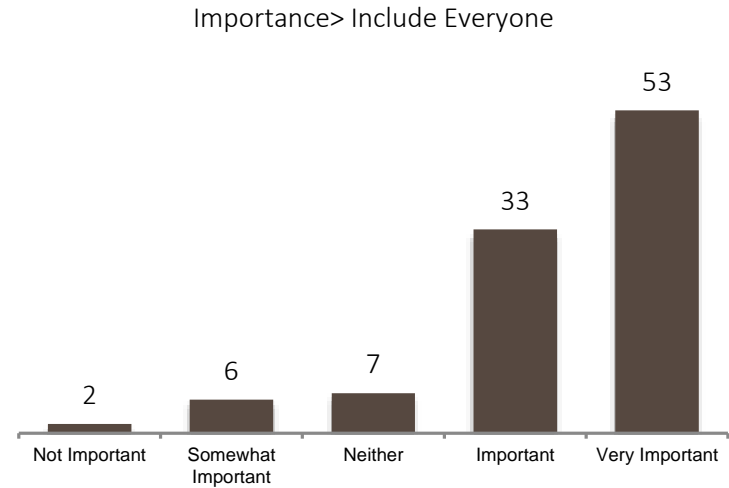
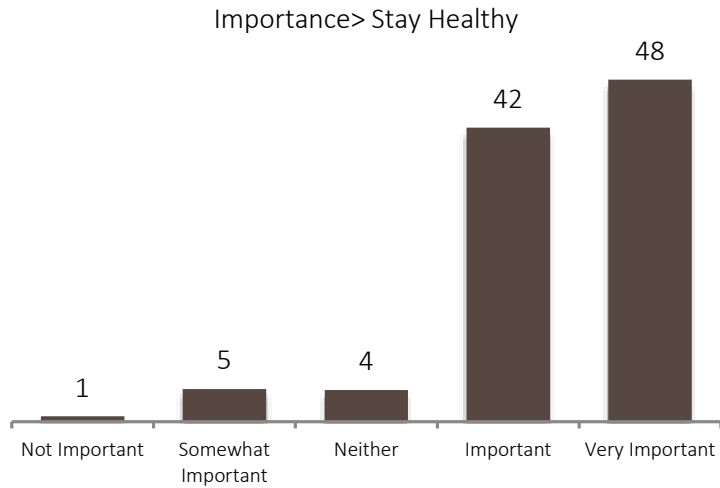
Importance> Respect Others



Importance> Play Fair



Q: Please rate the level of importance that you place on each of the following principles.  
 N: 2001

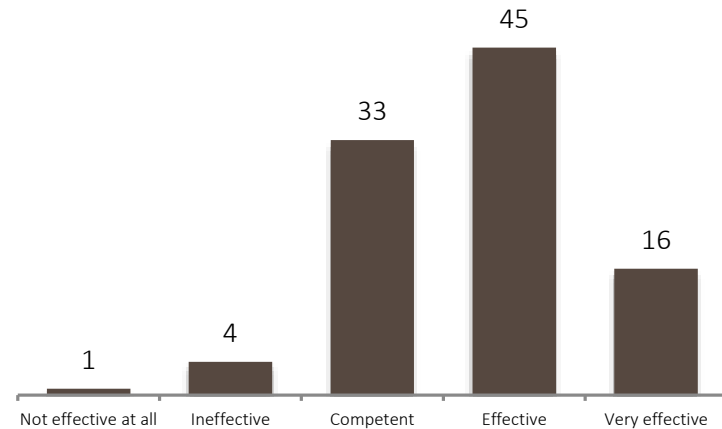


Q: Please rate the level of importance that you place on each of the following principles.  
 N: 2001

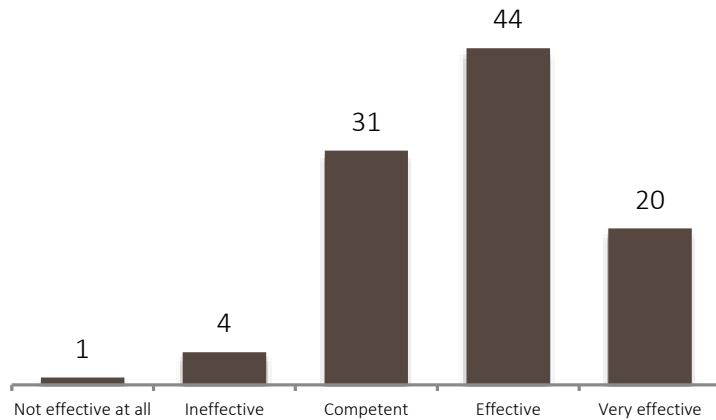
# Performance Ratings for 7 Principles

The graphs provided here show how the performance ratings break down for each principle.

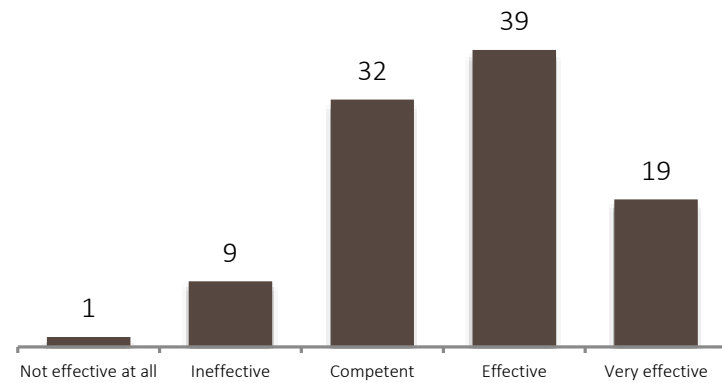
Performance> Play Fair



Performance> Keep It Fun



Importance> Include Everyone

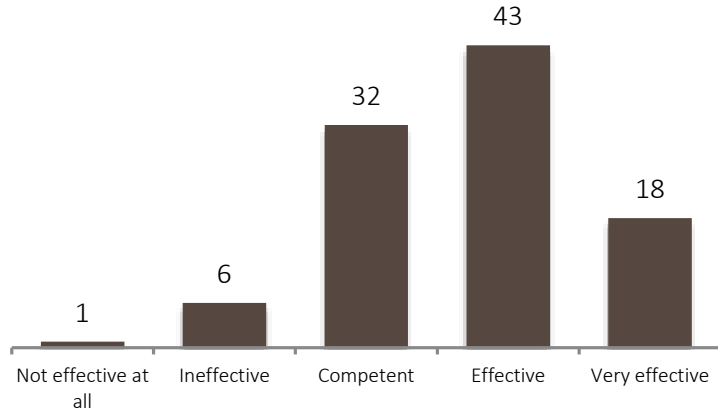


Q: Thinking of the community sport organizations in your community, please rate the effectiveness of community sport in achieving each of the following. If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

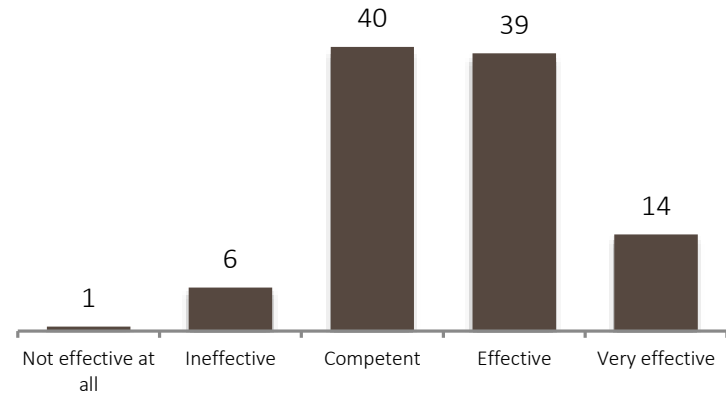
N: 2001



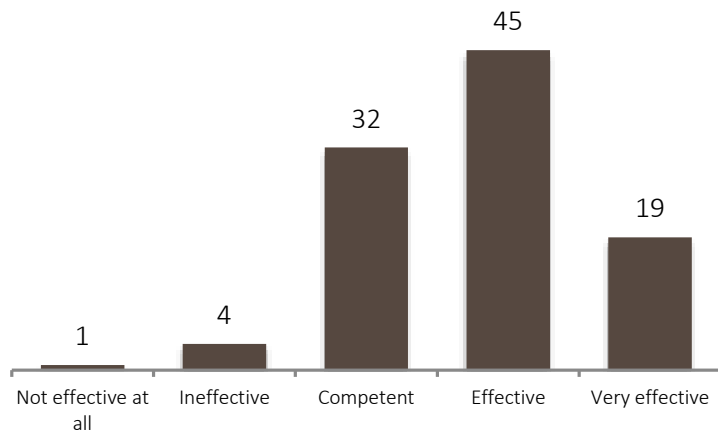
Performance> Respect Others



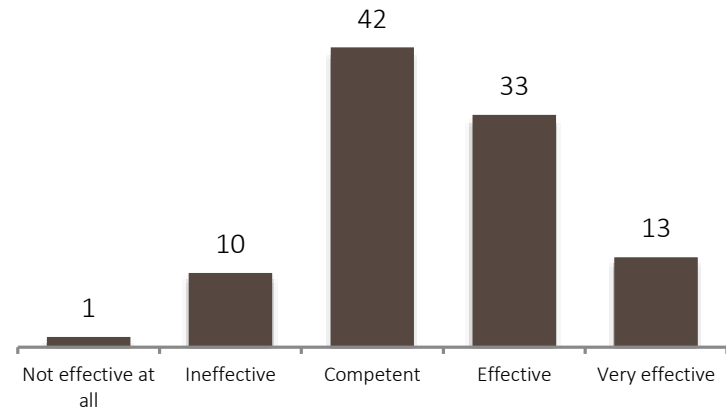
Performance> Go For It



Performance> Stay Healthy



Importance> Give Back

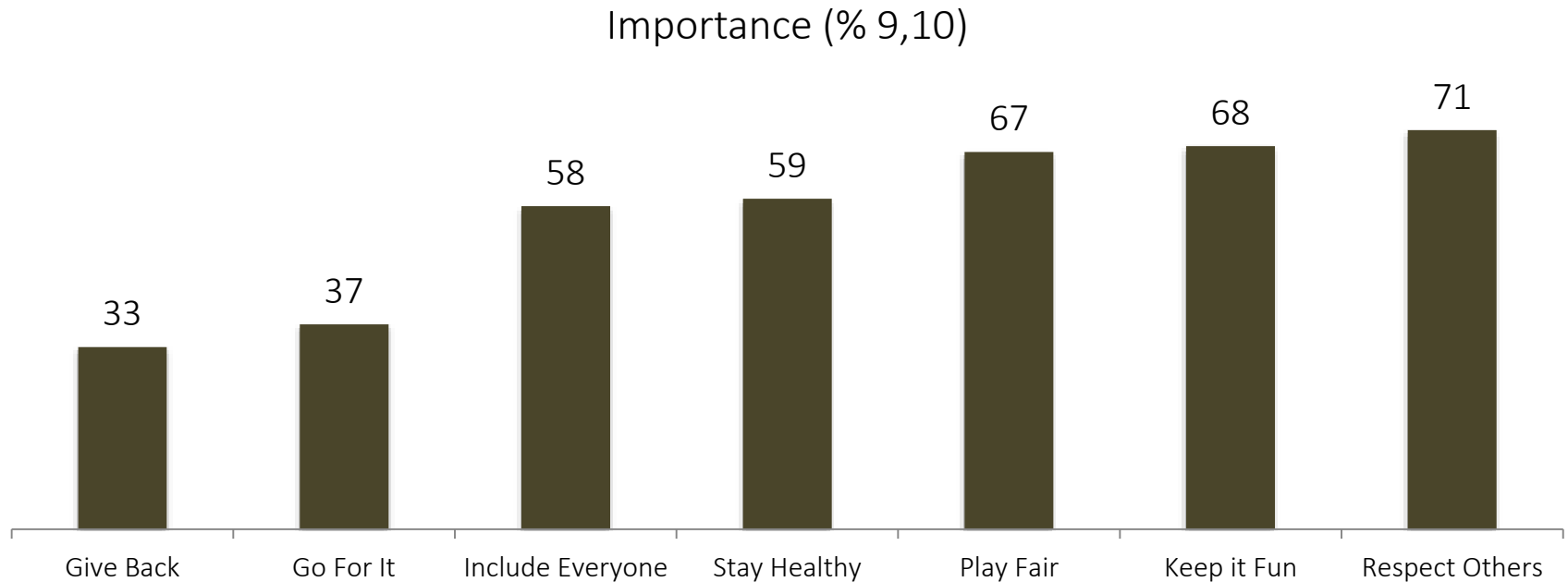


Q: Thinking of the community sport organizations in your community, please rate the effectiveness of community sport in achieving each of the following. If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

N: 2001

# IMPORTANCE (2013)

*In 2013, using a different scale, the same top 3 principles were the most important*

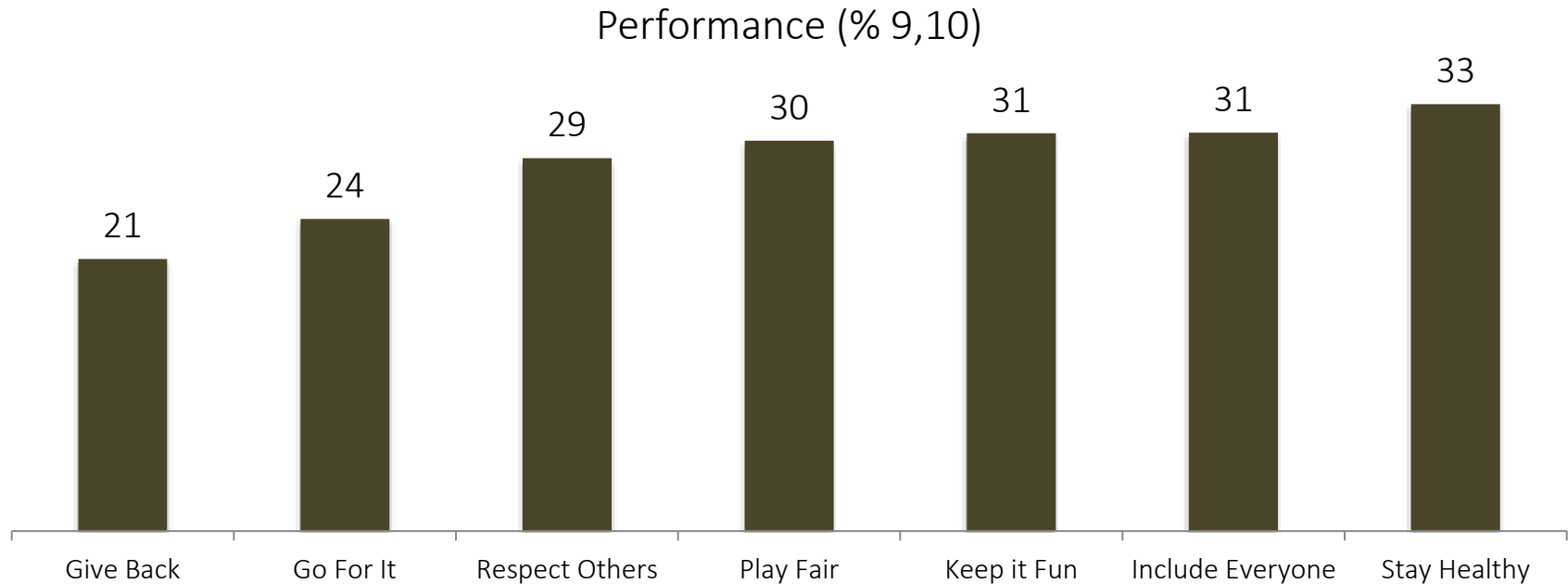


Q: Please rate the level of importance that you place on each of the following principles.

N: 2000

# PERFORMANCE (2013)

*In 2013, with 10 point scale, Stay Healthy was the top rated principle*



Q: Please rate the level of importance that you place on each of the following principles.

N: 2000



Prepared by  
Richard W. Jenkins Ph.D.

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