



# Canadian Attitudes Toward Sport 2018

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JENKINS RESEARCH INC.

Canadian Centre for Ethics in Sport  
Report: February 2018

# METHODOLOGY

An online survey Canadians was conducted between January 24 and February 1, 2018 (n=2001). The survey was conducted using an online panel, 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. The 2016 research was conducted between March 15 and March 23, 2016 (n=2001) and the 2013 research was conducted between January 22 and January 28, 2013 (n=2000).

# Executive Summary

People believe in sport and expect it to contribute both in terms of health and broader goals. Since 2013, Canadians have generally become more positive about sport.

- **What sport can do:** 91% (51% very large and 39% 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 growing in importance.
- **What sport does:** Canadians are at least somewhat confident that sport is already doing these things now. Almost everyone is either very confident or somewhat confident it contributes to good health (92%) and instills character (87%).
- **Sport participation:** 81% of Canadians recall participating in sport when they were growing up and positive experiences outnumber negative or neutral ones by a significant proportion (62% rate their experience somewhat or very positive [77% if we exclude non participants] versus only 5% who viewed it negatively). In addition, 85% of those with children at home have children who participate in community sport.

Community sport in Canada is viewed more positively compared with 2016

- **Expectations for children in sport:** Three quarters (74% compared with 69% in 2016) of parents with children in community sport feel that their expectations for their child have been exceeded or met BUT, 25% have not had their expectations met. Most think community sport just met their expectations (61%).
- **Performance of community-level sport:** 14% think that community-level sport in their community is doing an excellent job at delivering a positive sport experience (59% excellent or very good compared with 55% in 2016). Those who considered themselves more involved are more positive (71% excellent or very good).

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

- **Government funding:** More than 8 in 10 Canadians think that it is very important (47%) or important (38%) for the Federal Government to continue to fund sport even with the current economic climate.
- **Priorities:** The highest priorities for funding are mandatory physical activity in school (64% very important and 21% somewhat important) followed by the development of values and integrity in sport (59% very and 26% somewhat important) and involvement in physical activity initiatives (58% very and 27% somewhat important).

**True Sport is still relatively unknown but its principles are widely supported.**

- **Importance of principles:** Of the seven 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 67% of Canadians.
- **Performance on principles:** Canadians think community-level sport is at least somewhat effective on these principles with relatively few ineffective ratings. *Keep It Fun* (65% at least effective) and *Stay Healthy* (64% at least effective) are the most positively rated. *Give Back* and *Go For It* are the least effective principles. Perceptions of the effectiveness at delivering on these principles has not changed since 2016.

**Canadians understand that True Sport must be intentionally incorporated into community sport.**

- **Awareness of True Sport:** 14% of Canadians are at least somewhat aware of True Sport, which is up from 10% in 2013. Awareness is higher (19%) among those involved in sport at the community level.
- **Impact of deliberately incorporating the principles:** 44% 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 (91% at least somewhat large).
- **Impact of not intentionally incorporating the principles:** 21% think there would be a very large negative impact if an organization did not intentionally include these principles (69% think the impact would be at least somewhat large).
- **Sport that best models True Sport principles:** By a significant margin, Canadians think that community sport (28% very and 57% somewhat well) is better than high performance or pro sports at modelling the principles.

### Canadians have significant concerns with aspects of community-level sport.

- **Unprompted concerns:** The top mentioned concern is cost.
- **Prompted concerns:** Poor parental behaviour remains the top concern of the nine tested issues with 57% expressing a high level of concern. This is followed by concussions (53%), harassment, bullying, and other abuse (52%) and a lack of access for some people (50%).
- **Impact of concerns on registering children for sport:** Half of parents (58% up from 52% in 2016) say there are factors affecting their decision to register their child in sport. There are both positive factors (health/teamwork) and negative factors (expensive/bullying and harassment) mentioned.
- **Discouraging children from sport:** 13% of parents 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 23% have not done it yet, but they might in the future).
- **Concussions:** 62% are more concerned now about the long-term consequences of concussions than they were two years ago (down from 67% in 2016).

### Canadians take a value-based approach to addressing cheating that eschews a more pragmatic/aggressive approach.

- **Not okay to cheat:** 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.
- **Rigorous approach:** 85% at least somewhat agree (up from 81% in 2016) that Canada should be rigorous even if other countries are not as committed and that catching cheaters needs to be a number one priority (83%).
- **Canada's success:** 71% agree that Canada is doing a good job of ensuring our athletes are not using banned substances.

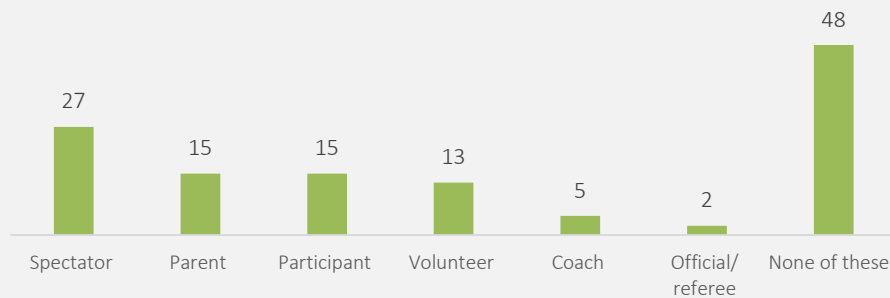
### Olympic/Paralympic Games

- **Doping:** Most Canadians (61%) are not sure how much doping will be at the winter games but among those who offered an opinion, on average 16% of Canadians and 32% of other athletes are perceived to be using performance enhancing drugs.
- **State sponsored doping:** 35% of Canadians think the use of performance enhancing drugs is encouraged and made possible by governments.
- **Banning Russia Olympic Committee:** 50% of Canadians are at least somewhat aware of the state sponsored doping activities in Russia and 86% support the IOC ban.

For the purposes of this survey community-level sport is defined as follows:

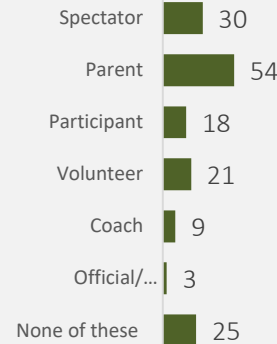
Community-level sport is sport that is led, organized, supported or enabled by community volunteers, paid staff and institutions. It ranges from community and elementary and secondary school-based sport leagues, to highly competitive club teams; all of which take place in the community and rely on the community for support.

### Role in sport



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

### Role among those with children 18 or less



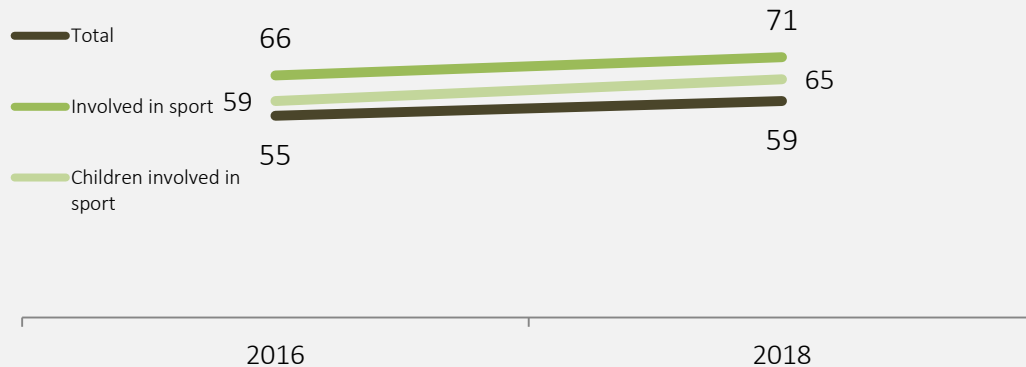
### Sport participation

81% of adults participated in community sport when growing up



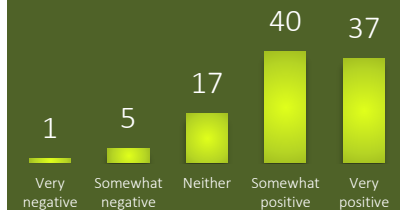
Children participate in sport in 85% of families

### Performance rating of community sport (% excellent/very good)

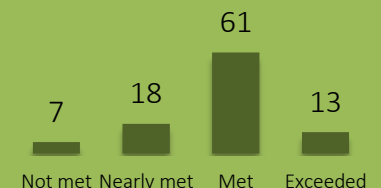


Q: Based on your own experience in community-level sport, or anything you may have read or heard, how would you rate the performance of community-level sport in your area at delivering a positive sport experience?

### Adult recall of community sport among participants



### Expectations for children in sport



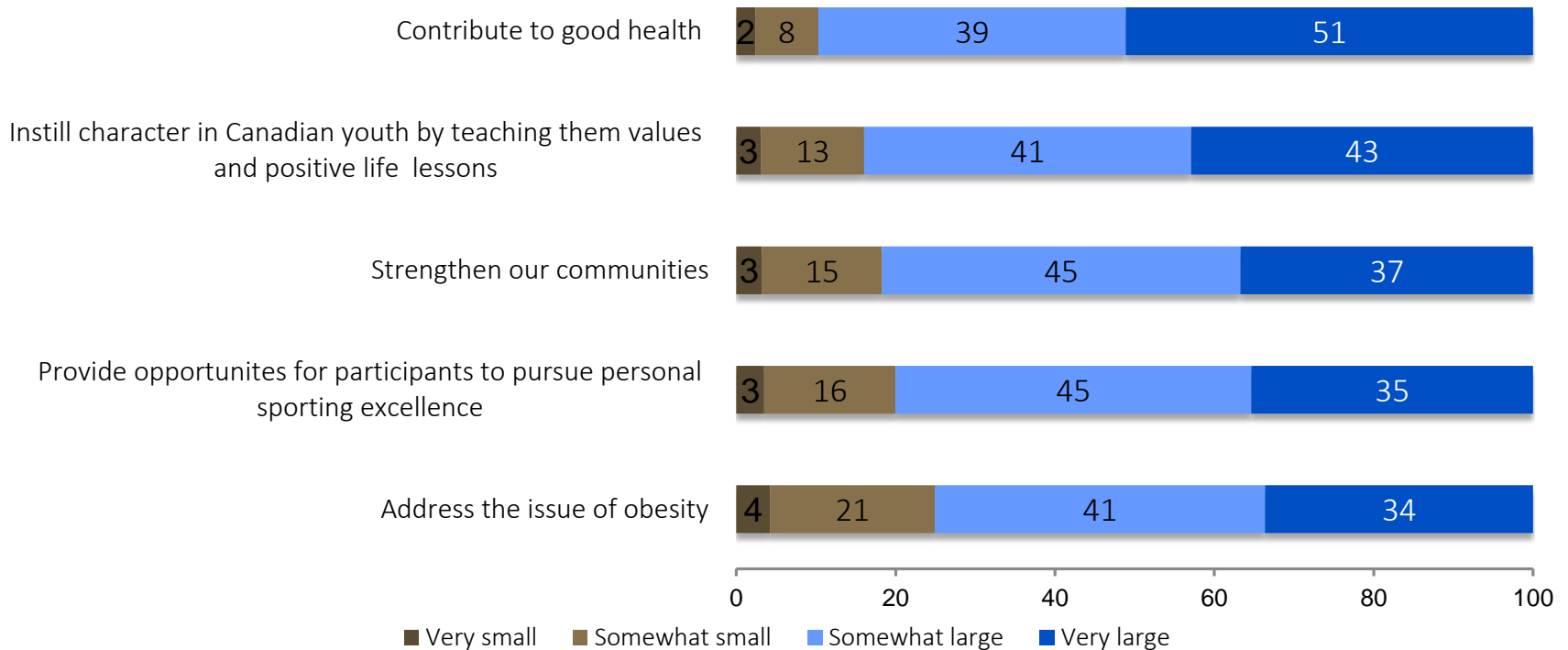
# Role of Sport / True Sport

# WHAT SPORT CAN DO

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

Community-level sport is most likely viewed as something which can contribute to good health (51% very large extent; 90% net large) followed by instilling character in youth (43%; 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 Can...



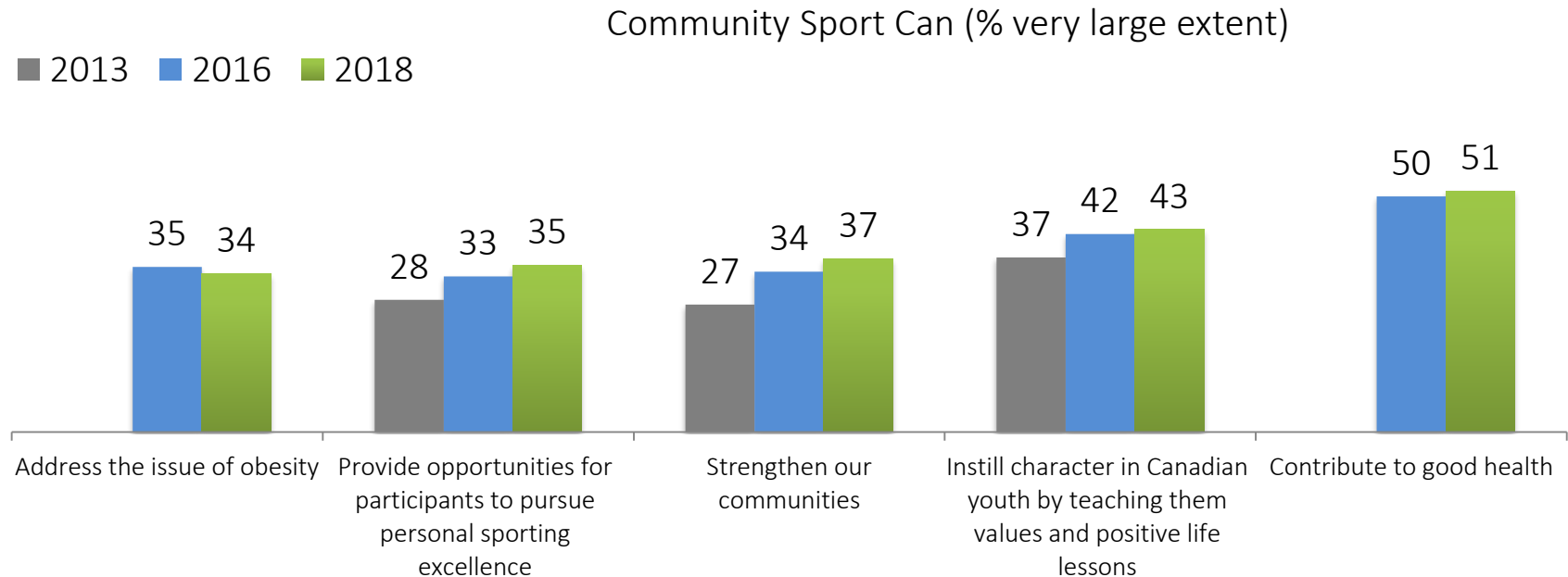
Q: How much do you think community-level sport can...  
N: 2018 (2001)



# COMPARING WHAT SPORT CAN DO 2013-18

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

Although some of the differences are not statistically different, in most cases there are more Canadians who think that community sport can achieve each of the positive benefits compared with 2013 and 2016. There appears to be a growing recognition of the role of sport.



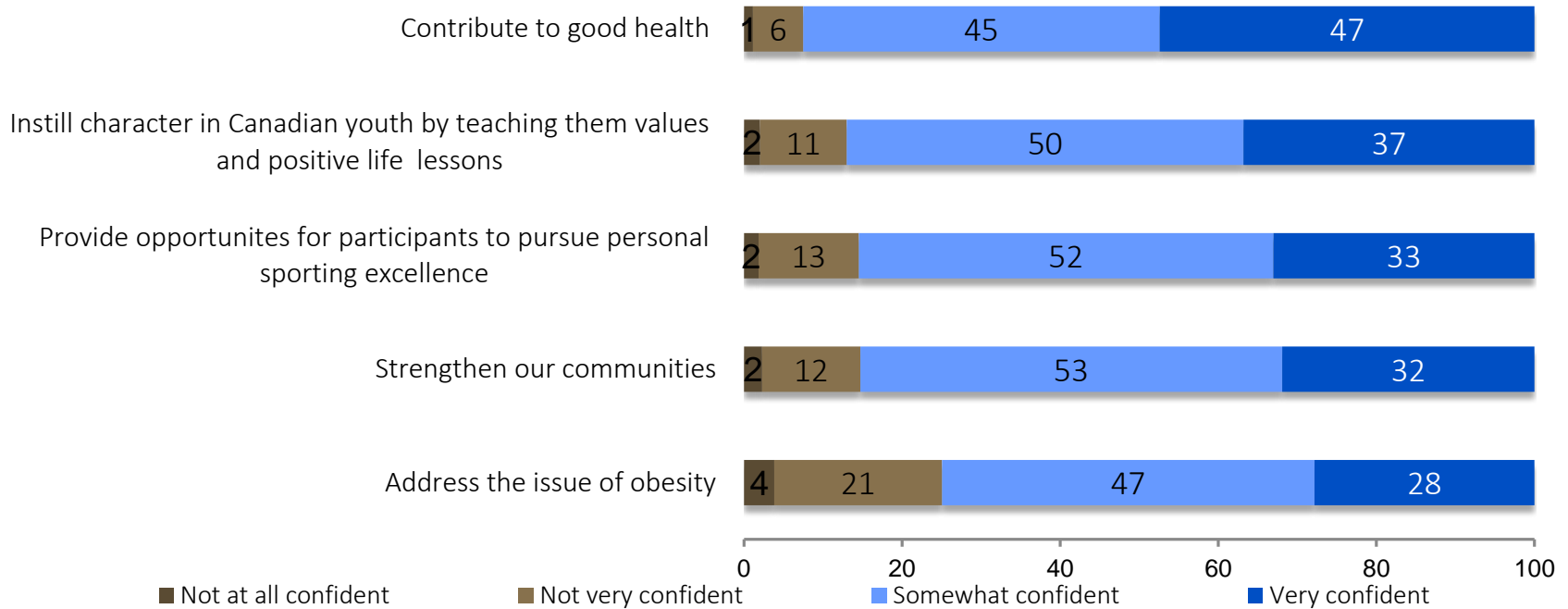
Q: How much do you think community-level sport can...?  
N: 2018 (2001); 2016 (2001); 2013, (2000)

# WHAT SPORT DOES

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

Canadians generally think that community-level sport can contribute to positive outcomes and they 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 (75%).

### Community-Level Sport Does...

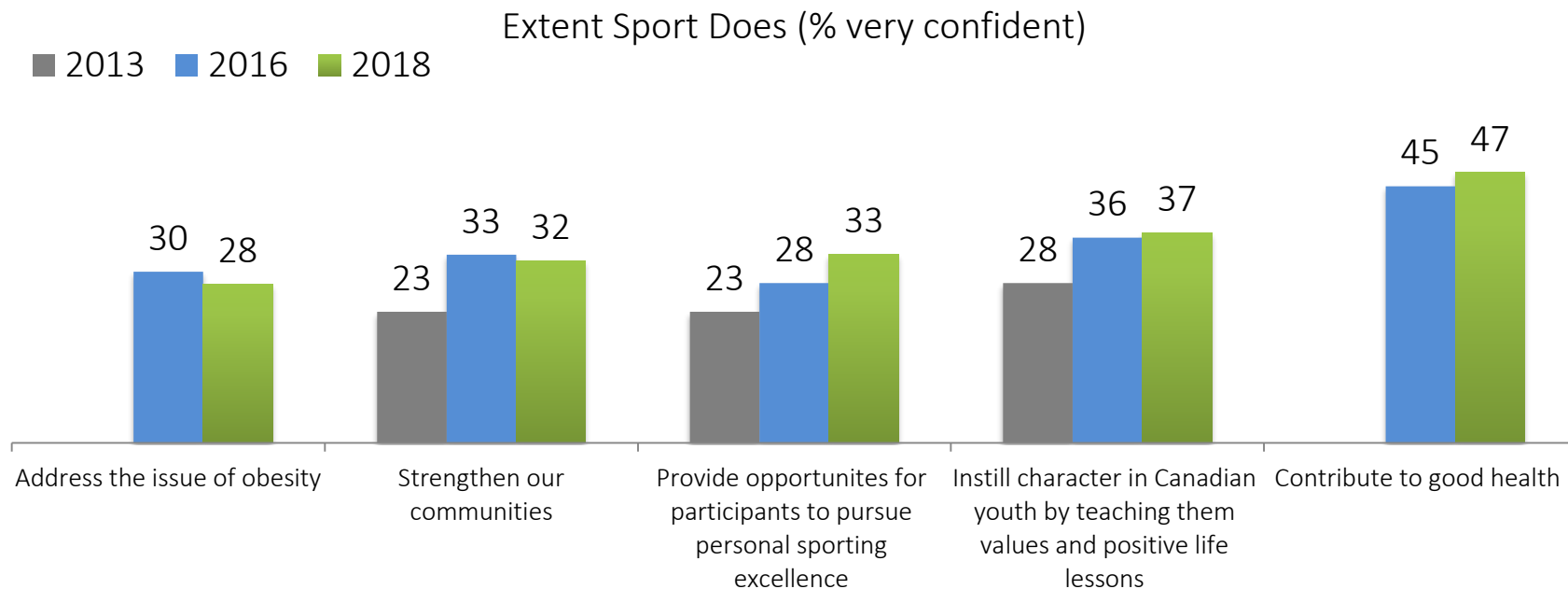


Q: How confident are you that community-level sport actually does...  
N: 2018 (2001)

# COMPARING WHAT SPORT DOES 2013-18

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

Since 2013, there are more Canadians who are confident that community-sport actually achieved many of the positive benefits compared with 2013 (contribute to good health and address the issue of obesity were added in 2016).



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

N: 2018 (2001); 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.

	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	51	45	57	47	43	52
Instill character in Canadian youth by teaching them values and positive life lessons	43	38	48	37	32	41
Strengthen our communities	37	30	43	32	27	36
Provide opportunities for participants to pursue personal sporting excellence	35	30	40	32	28	37
Address the issue of obesity	34	32	35	28	27	29

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

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

N: 2018 (2001)

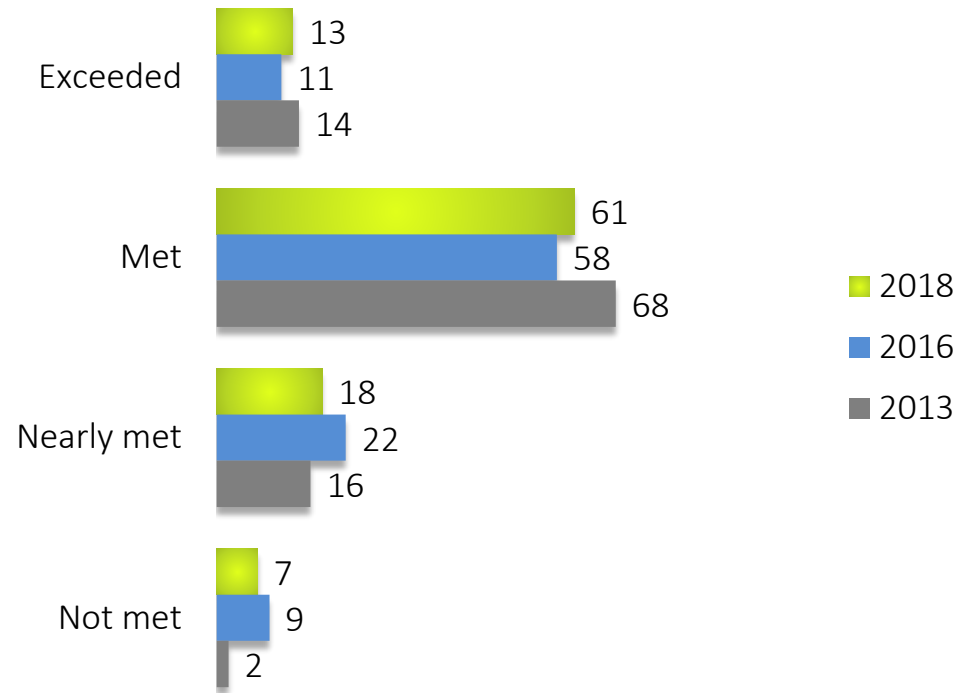
# MEETING EXPECTATIONS

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

For 74% of those with children who participate in sport (up from 69% in 2016), community sport is exceeding or meeting expectations for what they hoped their children would get out of sport.

Those with younger children tend to be more positive about the extent that community-level sport is meeting or exceeding their expectations. For example, 80% of those who say have a child less than 5 years rate sport as exceeded or met compared with only 70% of those who have children 11 to 15 years. Those with children 16 to 19 years are also positive (82%).

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: 2018; Those who have children who participate in sports, 617

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

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

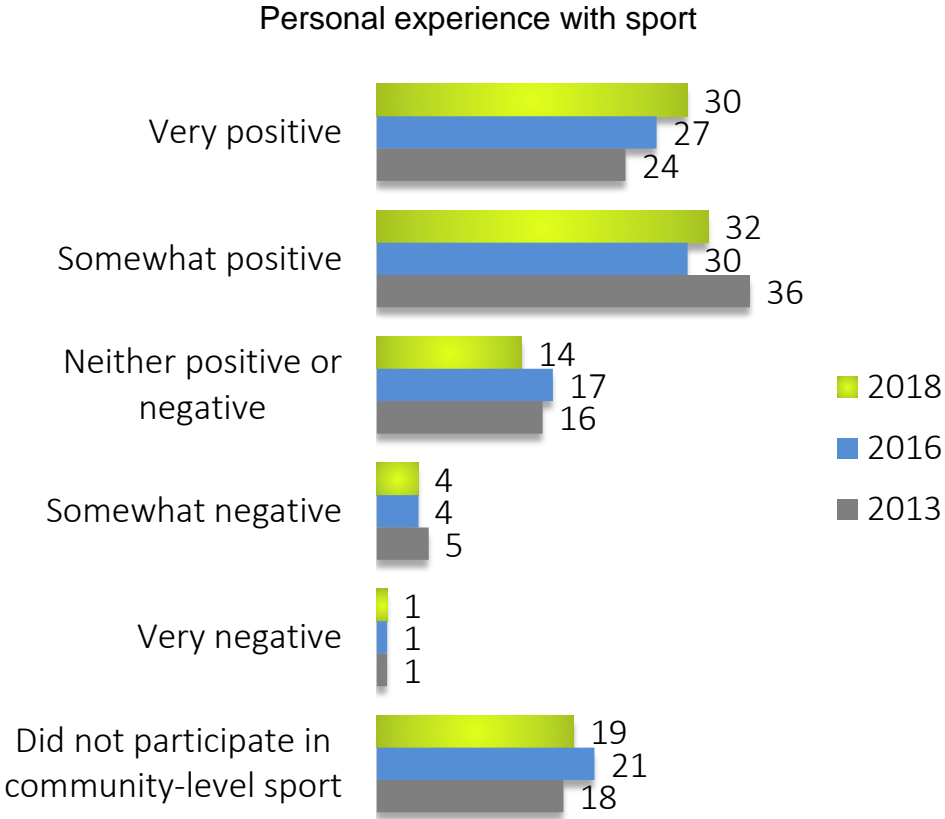
# PERSONAL EXPERIENCE

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

Adults are very positive about their own experience growing up (though 19% report that they did not participate).

The 62% (up from 57% in 2016) who rate their experience as very or somewhat positive among all adults, is 77% of those who actually participated. For those who were not positive, most are neutral.

Women (24%) are more likely than men (15%) to have not experienced sport growing up. Older people are also more likely to have not experienced it (28% of those 65 years and older).

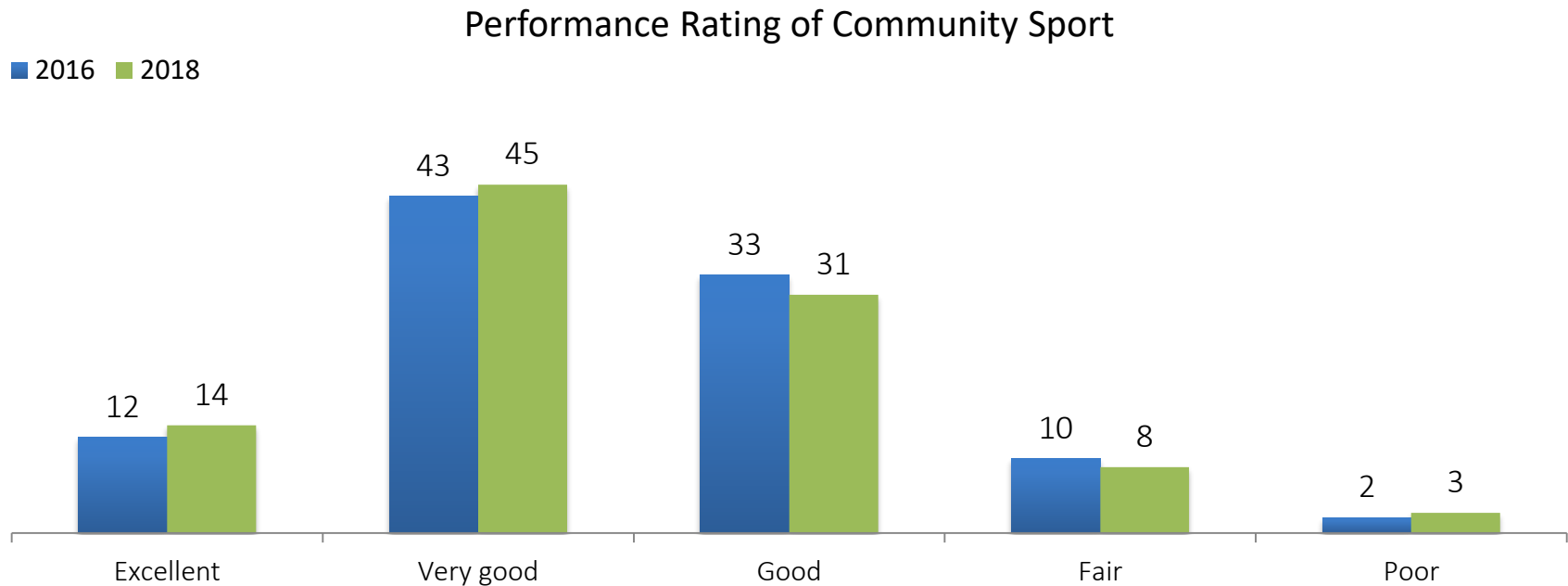


Q: How was your experience in community-level sport when you were growing up?  
 N: 2018 (2001); 2016 (2001); 2013 (2000)

# SATISFACTION WITH COMMUNITY SPORT

*14% 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 but most think it is at least very good. Those who are involved to some extent in community sport are more likely to be positive (18% excellent and 52% 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: 2018 (2001); 2016 (2001)

# SATISFACTION WITH COMMUNITY SPORT

## Demographic drivers

Those involved in community sport are more positive of the performance of community sport in their area. Those who have young children tend to be slightly more positive.



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: 2018 (2001); 2016 (2001)



# TRUE SPORT PRINCIPLES

## *Importance*

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 True Sport Scorecard.

**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.

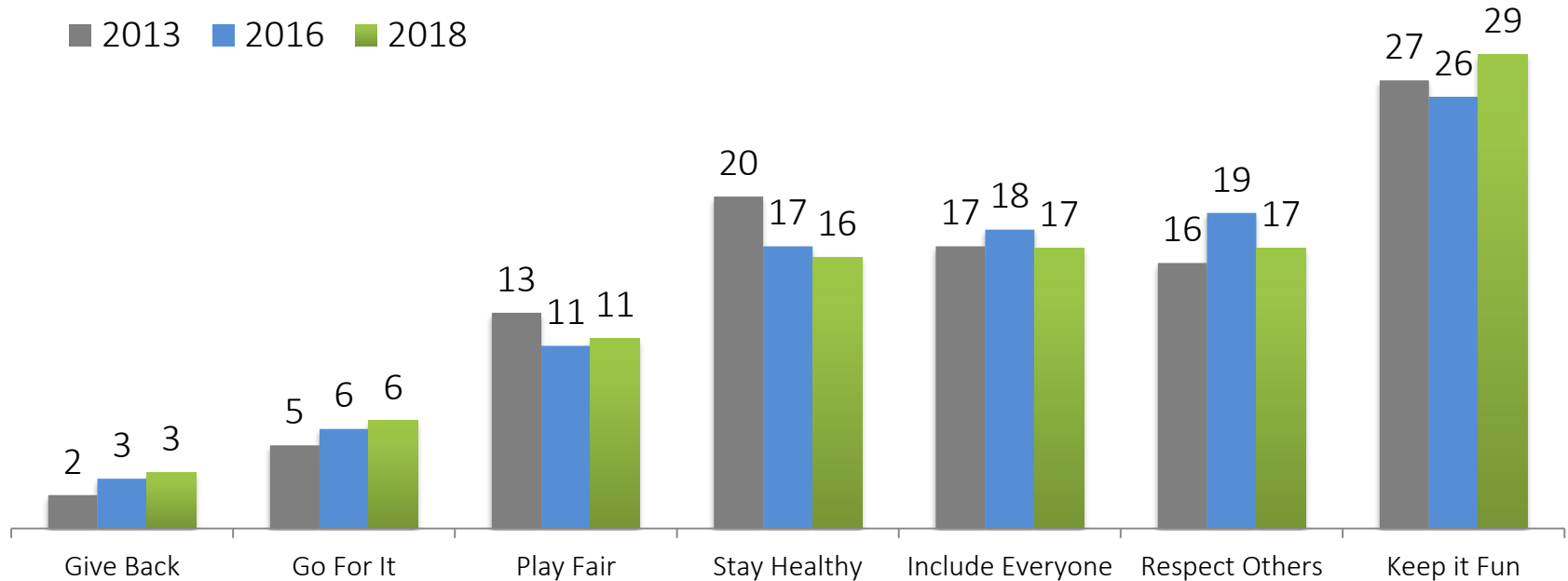
**INCLUDE EVERYONE:** Share sport with others, regardless of creed, ethnicity, gender, sexual orientation or ability. Invite everyone into sport to make it more meaningful for the whole community.

**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*

Canadians were asked to rank the principles which means they are not able to rate them all as important. The results are similar across the years. *Keep It Fun* is the most likely to be ranked first (29%) followed by *Respect Others* and *Include Everyone*. There is little change from 2016.



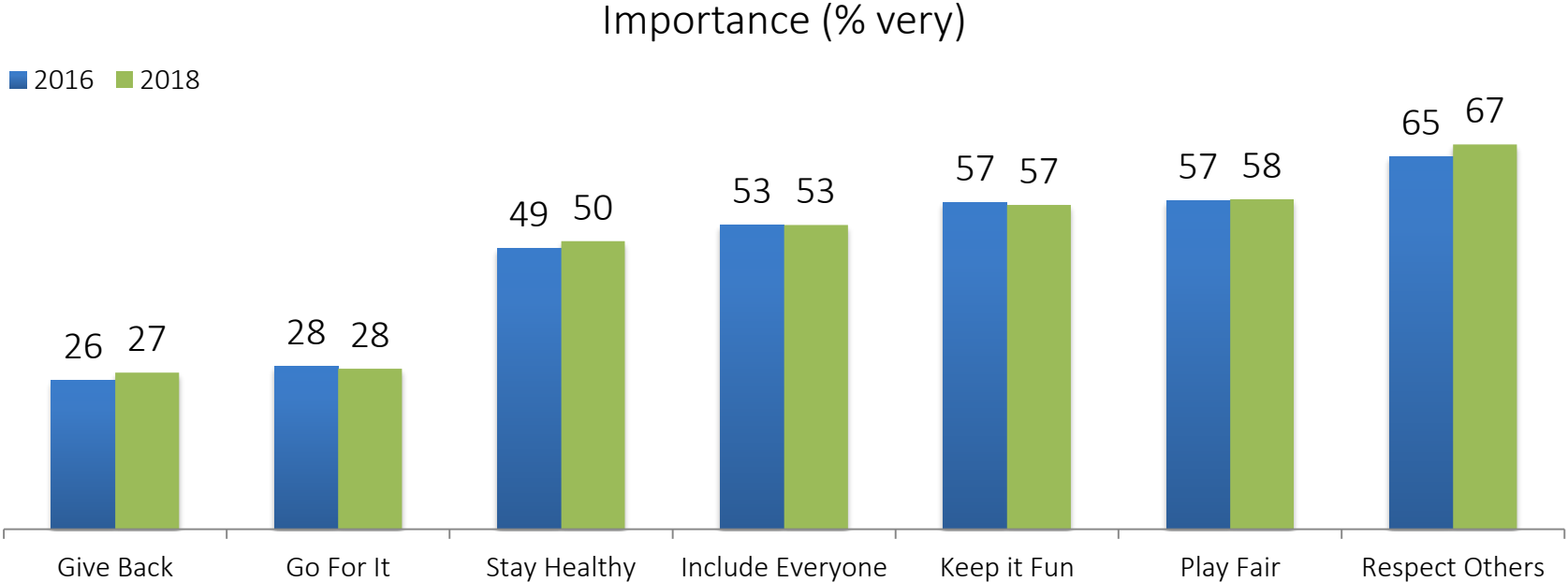
Q: The following are seven principles of community sport. Please rank them in the order of importance for you.

N: 2018 (2001); 2016 (2001); 2013 (2000)

# IMPORTANCE

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

Although many of the principles are very important to Canadians, there is significant differentiation. Two principles have a relatively low level of importance (*Give Back* and *Go For It*). Notably, *Play Fair*, which is ranked fifth in the ranking is second when asked on a scale. *Keep It Fun* is not the most important on this basis.



Q: Please rate the level of importance that you place on each of the following principles.  
N: 2018 (2001); 2016 (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 True Sport Scorecard.

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?

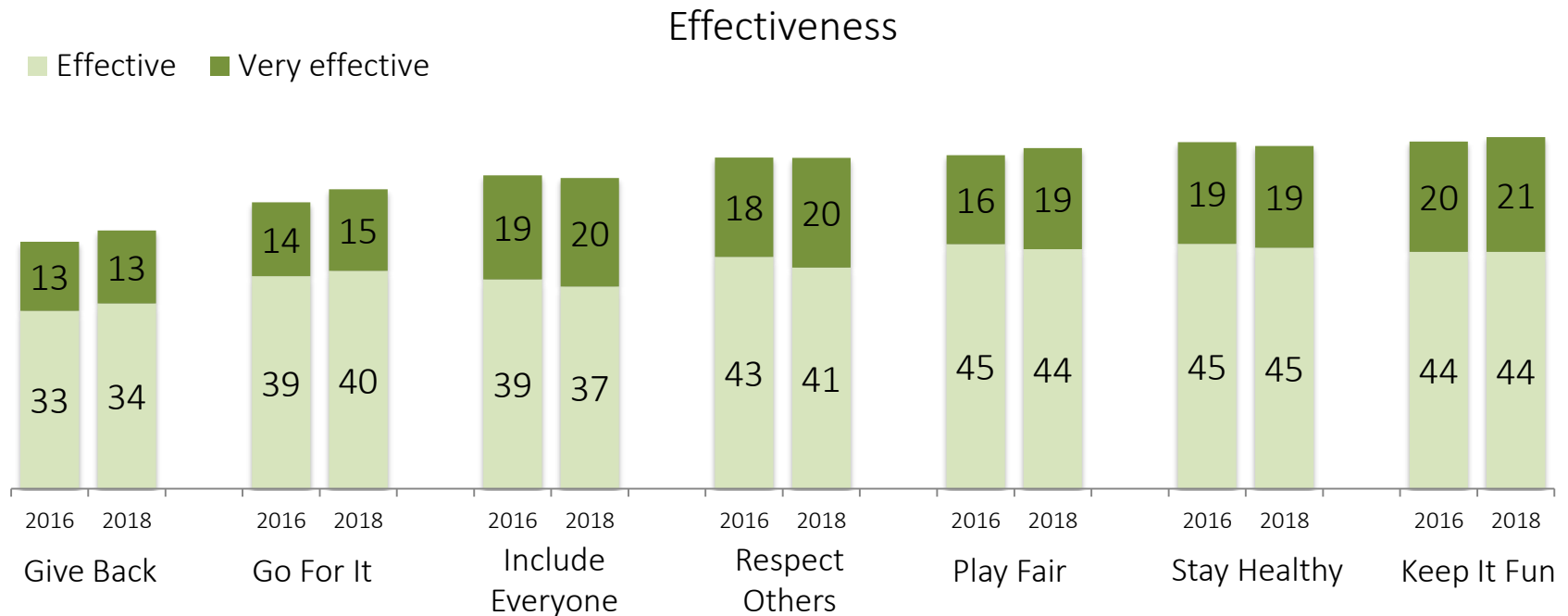
INCLUDE EVERYONE: Ensuring that everyone has a place to play?

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 four). *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: 2018 (2001); 2016 (2001)

# IMPORTANCE AND PERFORMANCE

## *By involvement in community sport*

Those involved in community sport are fairly similar to those not involved in terms of importance. 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=926)	Involved (n=1075)	Total (n=2001)	Not Involved (n=926)	Involved (n=1075)
Respect Others	67	66	68	61	54	68
Play Fair	58	57	58	63	57	68
Keep It Fun	57	56	57	65	59	70
Include Everyone	53	53	53	57	53	62
Stay Healthy	50	47	53	63	57	69
Go For It	28	27	29	55	51	60
Give Back	27	26	29	48	45	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.

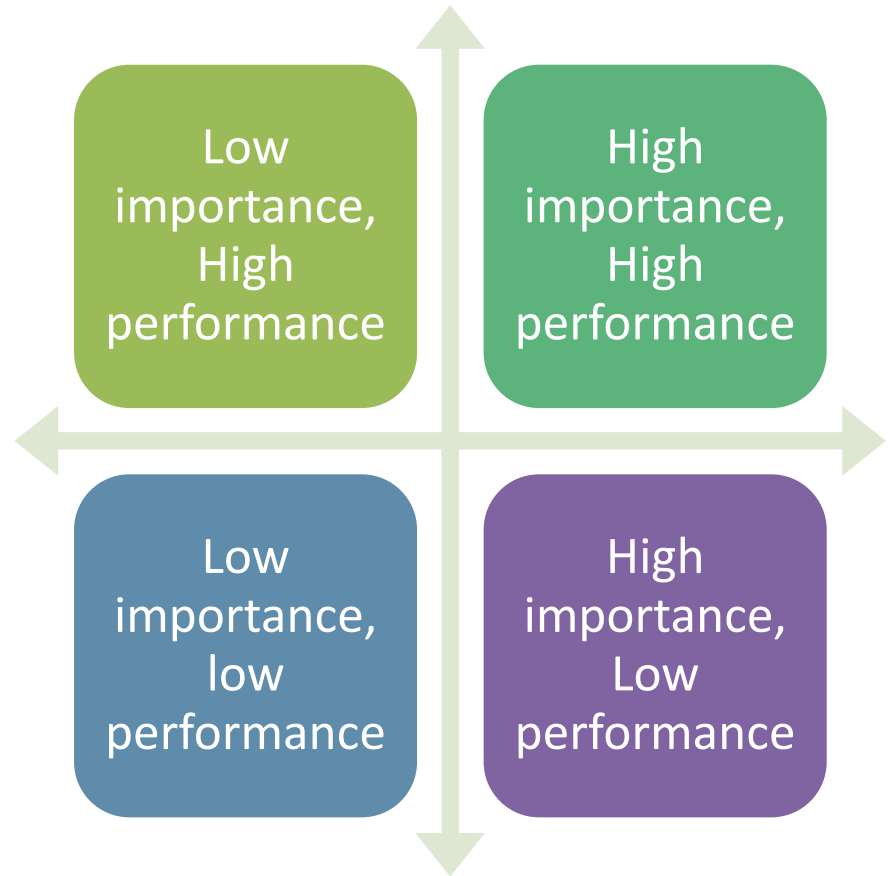
N: 2018 (2001)

# IMPORTANCE-SATISFACTION GRID

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

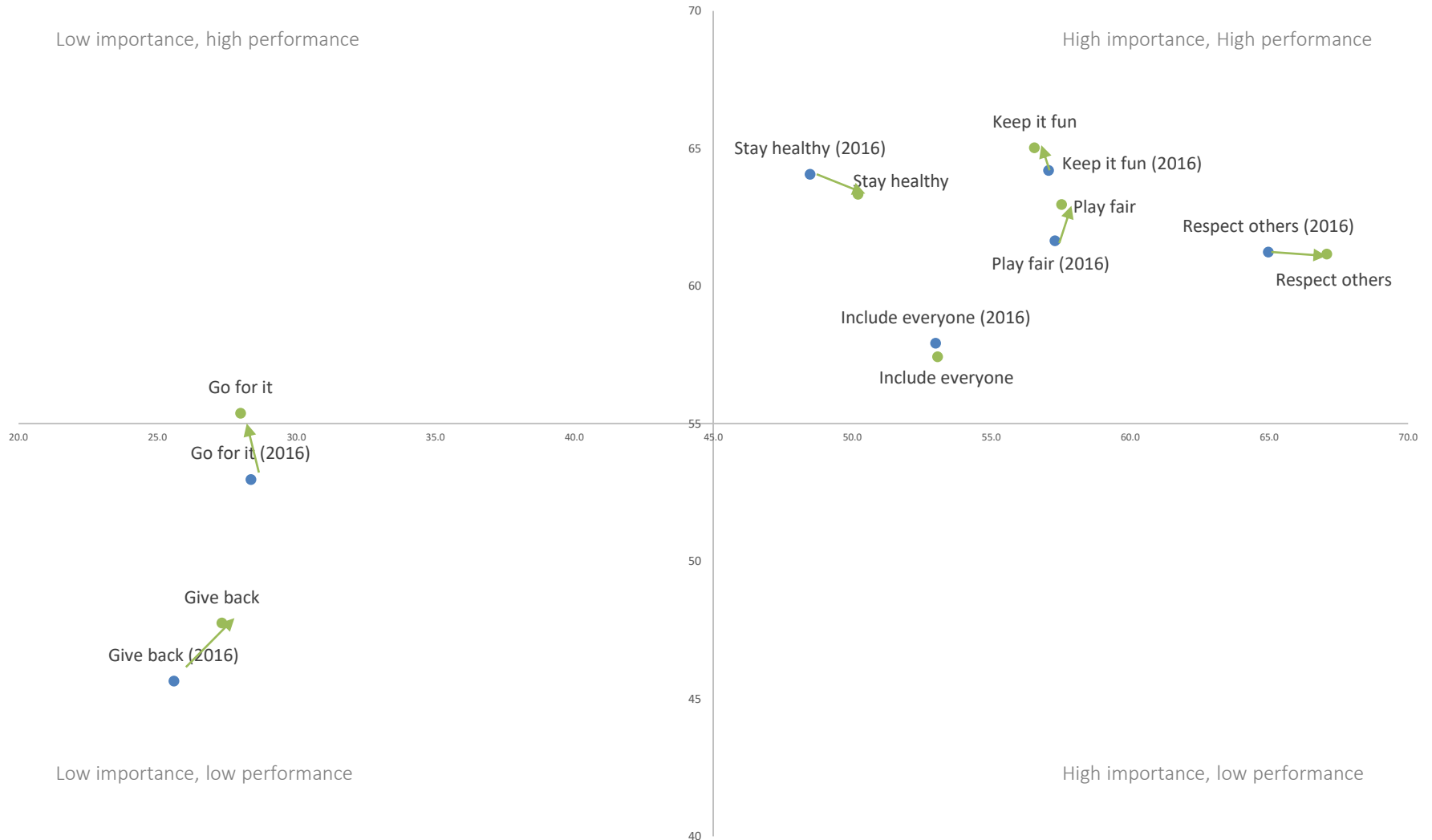
To better illustrate the relationship, we graph the location based on the average scores on the two variables. Both variables are self-reports.

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



# IMPORTANCE VERSUS PERFORMANCE

Principles are similarly located in 2018 as they were in 2016.



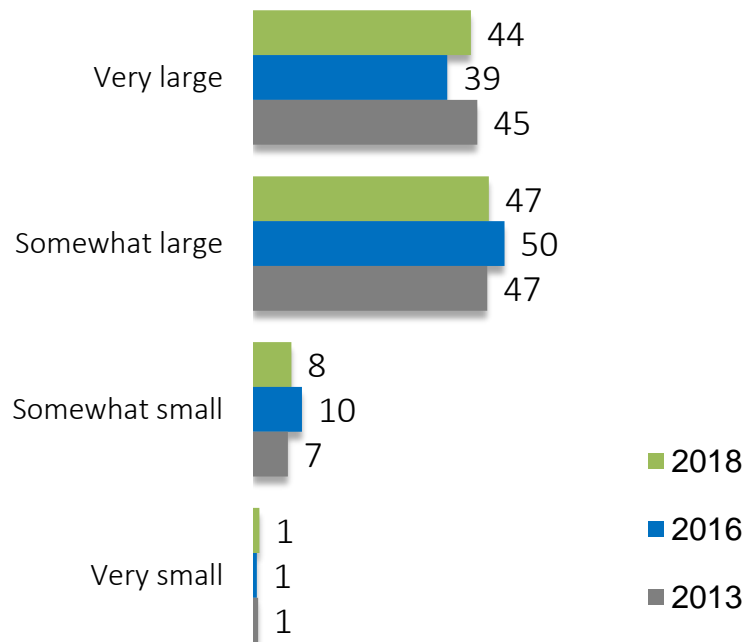


# VALUE OF PRINCIPLES

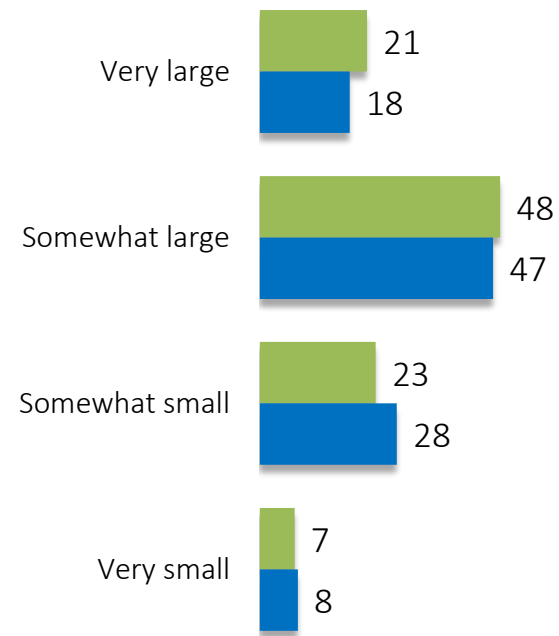
*There are benefits of deliberately incorporating the principles and potential harm for not doing so*

Four in ten Canadians (44%) think incorporating the principles has a very large potential to positive shape the character of Canadian youth. One in five (21%) think there could be a very large negative effect on participants if sports organizations do not intentionally include these principles.

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: 2018 (2001); 2016 (2001)

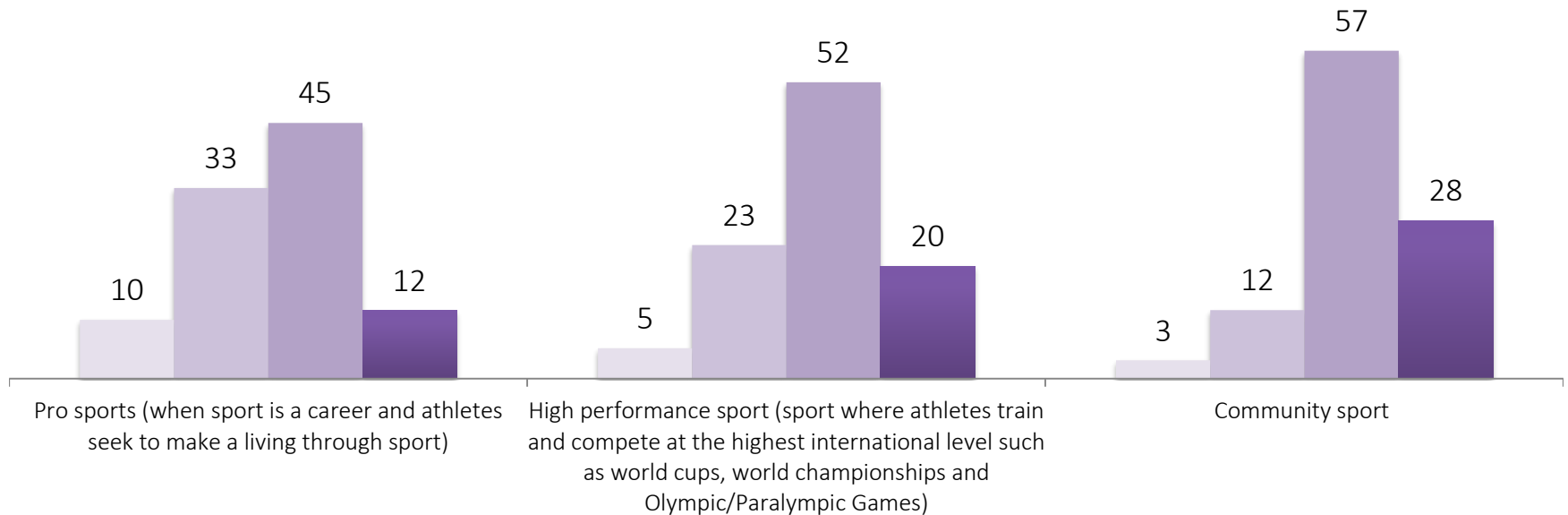
# TRUE SPORT PRINCIPLES AND TYPES OF SPORT

*Community sport most likely to reflect and model True Sport principles*

Canadians are more likely to think community sport reflects and models True Sport principles compared with high performance and pro sports. In fact, more than four in ten Canadians think pro sports does not really reflect these principles.

## Reflects and Models True Sport Principles

■ Not at all   ■ Not really   ■ Somewhat well   ■ Very well



Q: To what extent do you think each of the following reflects and models the True Sport principles?

N: 2018 (2001)

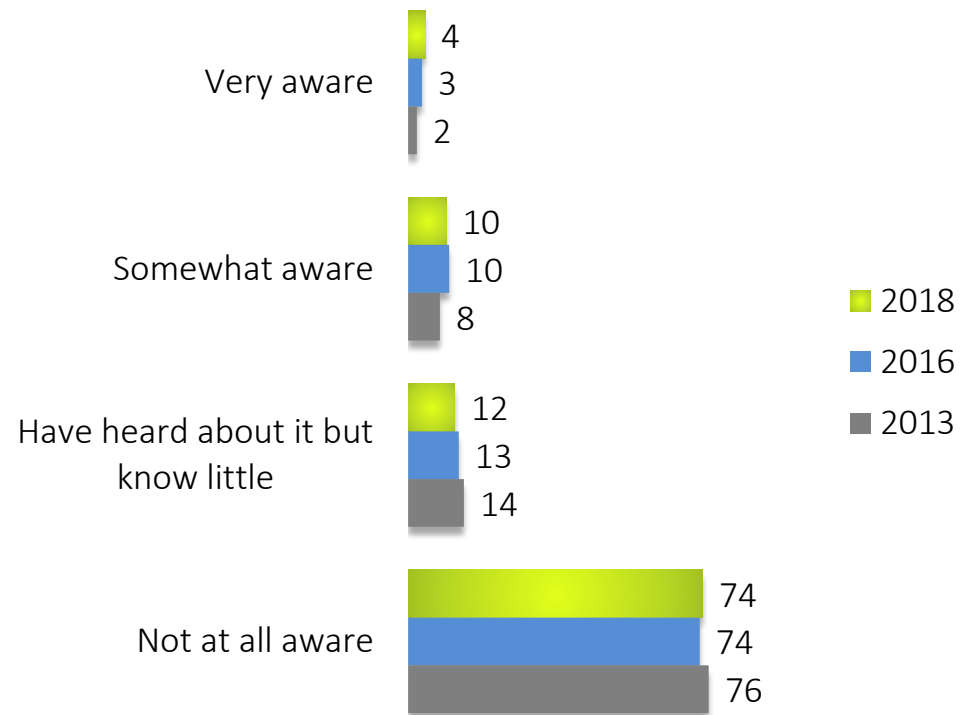
# AWARENESS

*Four per cent are very aware of True Sport and 10% are somewhat aware*

The visual cue provided by the logo should help reduce error in overall awareness. Awareness is slightly higher in 2018 compared with 2013 but only 4% are very aware.



## Awareness of True Sport

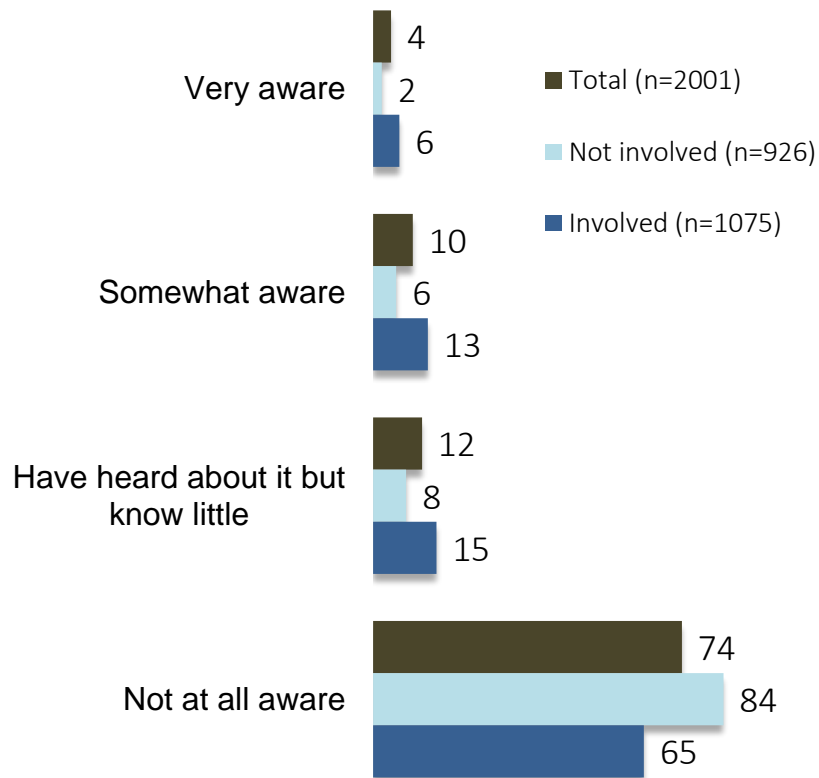


Q: Before today, how would you rate your awareness of the True Sport Movement?  
N: 2018 (2001); 2016 (2001); 2013 (2000)

# 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 65% for those who are involved in community sport. As a result, 19% of those who are involved are at least somewhat aware.

Coaches (30%, up from 23% in 2016) and referees / officials (36%) are the most likely to be aware of True Sport.

Q: Before today, how would you rate your awareness of the True Sport Movement?  
N: 2018 (2001)

# COMMUNITY SPORT CONCERNS

## *Selected verbatim*

“A lot of organized sport is so expensive that lower income parents cannot afford to enroll their children. Also I think parents are way too unrealistic in their thinking that their kids will become top flight athletes.”

“Coaches in it to win & putting pressure on kids that takes away enjoyment of participation.”

“Too many youth are more attached to social media and less involvement in sports.”

“Acceptance of LGBTQ community and inclusion of poor children and First Nations/Inuit community. Too much financial pressure on parents to pay for equipment and hockey, soccer and golf equipment are very expensive.”

“Concussion prevention and fair referring.”

“The lack of respect for others - specifically from parents directed at less talented players, the officiating and coaching resources and other parents.”

“Too little emphasis on excellence. Lessons are learned by losing as well as by winning”

“Violence and social division. Lack of equal opportunity and inclusion.”

“When there may be people excluded because they are not as good.”

“Affordability - city programs difficult to get in, and private options are expensive.”

“Competence of volunteers - their level of training, are they models of good citizenship and character for the athletes in their programs?”

“Discrimination and/or people being excluded or left out.”

“Community level sports can never seem to be organized properly or maintained. My son played several sports and I have coached and been a part of the board of directors of one of his sport leagues as well and they consistently seem to be mismanaged or have inadequate funding and/or support.”

“Need for involved volunteerism to support teams and coaching skill set.”

“The fact that they are mostly geared towards children and don't have much for older youths and young adults.”

“The cost of participating in community level is getting too expensive. Especially hockey.”

“Racism still an issue within community sports.”

“Lack of recreation space available whether it be ice arenas or soccer fields.”

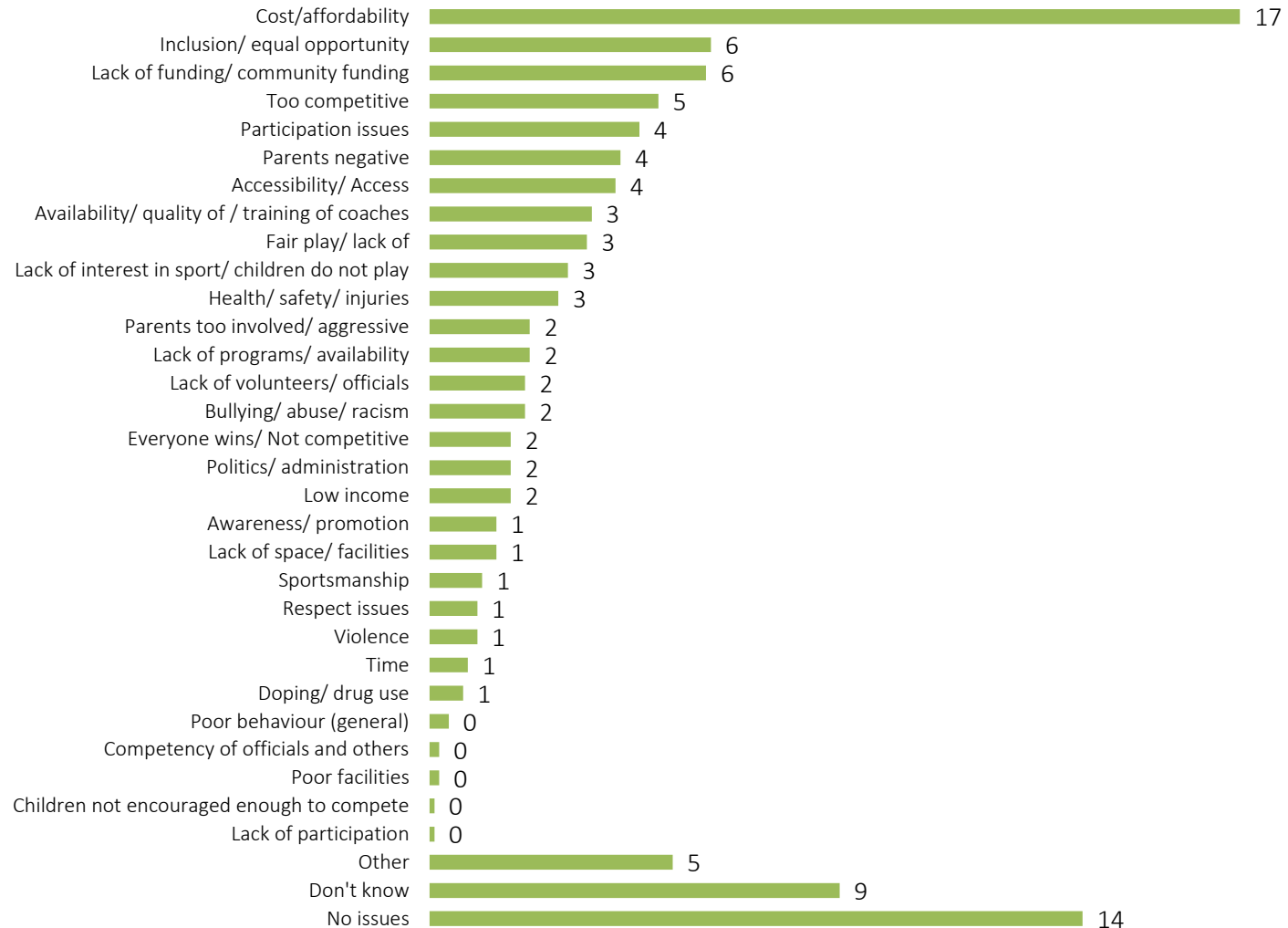
“The lack of initiatives to keep sports as a competitive game. Lack of score keeping and just wanting to turn sports into a fun game with no competition totally negates the purpose of athleticism, Olympics etc.”

“High costs can affect full participation, some communities may not have facilities - lack of government foresight (local and otherwise) and poor spending decisions often rob funding for worthwhile endeavors.”

“If you do not have the money you can not put your child in sports. It is too costly.”

# COMMUNITY SPORT CONCERNS

*Cost is the number one issue mentioned by Canadians*



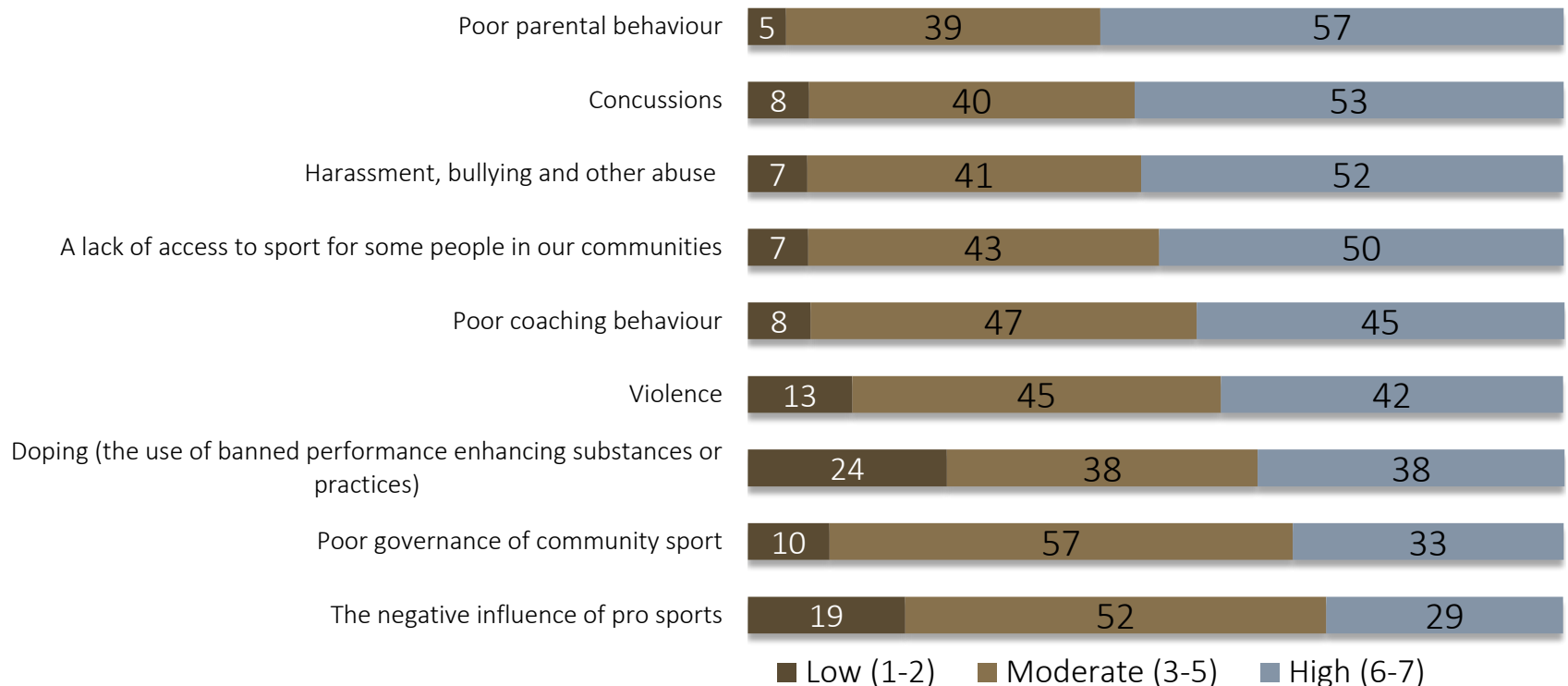
Q: What is the issue that concerns you most about community level sport in Canada today?

N: 2018 (2001)

# CONCERNS

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

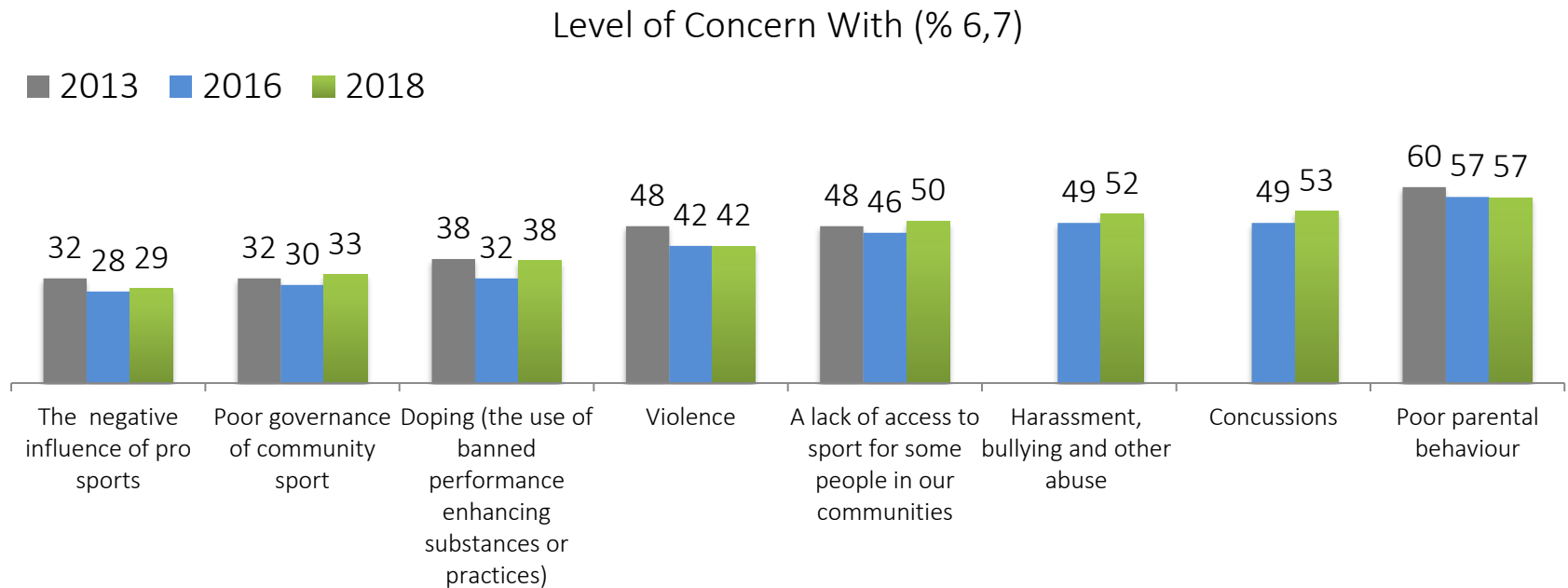
Level of Concern With



Q: When it comes to community-level sport how concerned are you about each of the following?  
 N: 2018 (2001)

# COMPARING CONCERN

*Trend since 2013: Concern with concussions, doping, and a lack of access are all modestly higher compared with 2016 but the overall trend is one of stability.*



Q: When it comes to community level sport how concerned are you about each of the following?  
 N: 2018 (2001); 2016 (2001); 2013 (2000)

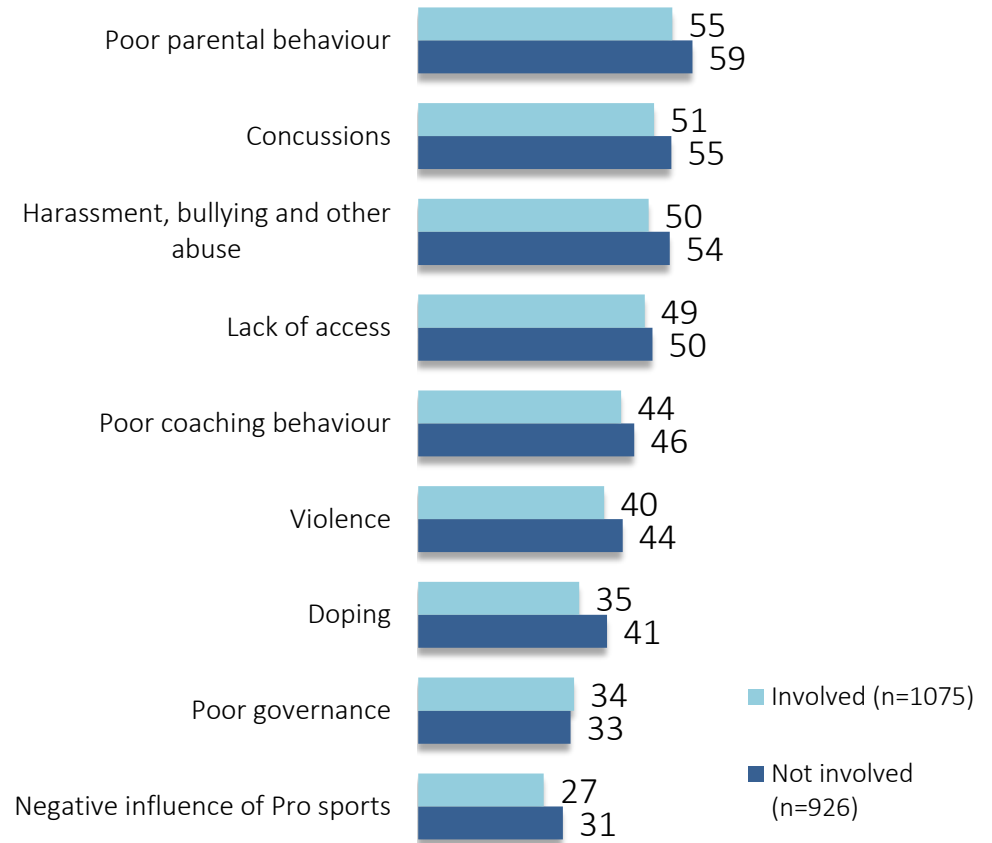


# COMPARING CONCERN

*By involvement in community sport*

While those involved tend to have similar levels of concern as those not involved, in all cases those who are involved tend to be less concerned. This is consistent with the idea that people who are really concerned are less likely to participate.

% High Concern by Involvement



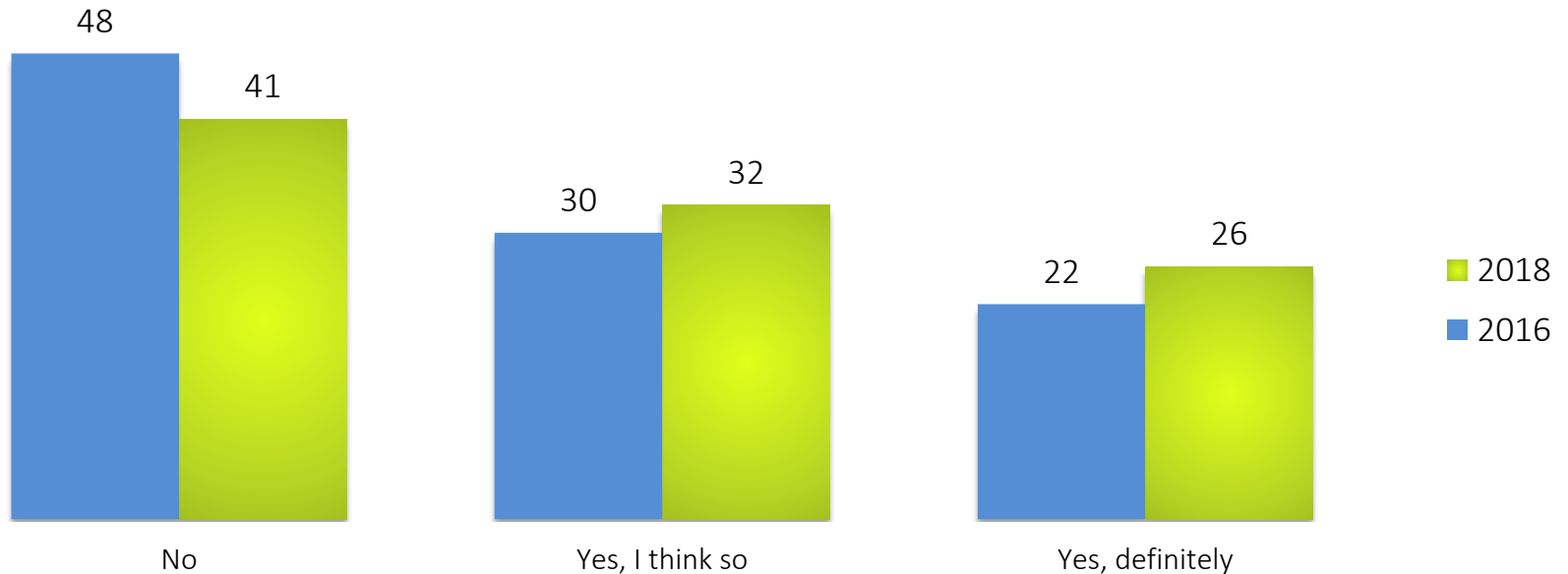
Q: When it comes to community-level sport how concerned are you about each of the following?  
N: 2018 (2001)

# 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*

Since 2016, more Canadians with children at home now say that 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: 2018 (730); 2016 (708)

# POSITIVE FACTORS

*Friendship/community, exercise and teamwork are the top positive factors mentioned*

“When in the same community as we live it can foster friendships.”

“Helps them stay active and healthy and have fun.”

“Teamwork and respect for others, having fun.”

“Teaching my child to strive to be the best that they can be. To take pride in their accomplishments and to be a support to their team.”

“Health benefits, friendships and community building.”

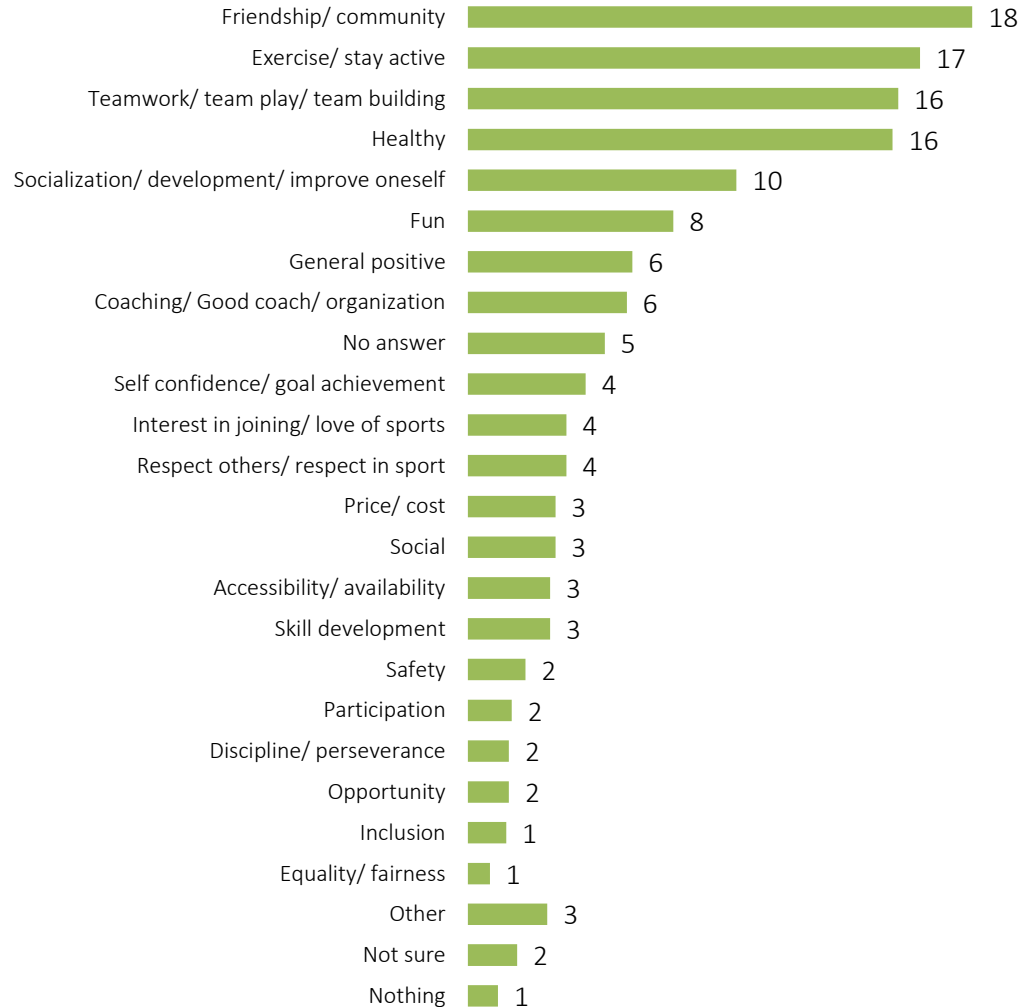
“Caring coach, lessons being taught properly.”

“Ability to learn how to play on a team, cooperate with others, learn how to win and lose with good sportsmanship.”

“I feel it is very important to be part of a team and learn teamwork and the concept of competition.”

“Developing healthy habits. Developing friendships Healthy competition. Learning how to win and lose.”

“Be with friends, fun, physical activity.”



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

N: Those who have factors affecting decision, 422

# NEGATIVE FACTORS

*Costs are clearly most negative issue but bullying/ harassment and poor parental behaviour are also mentioned frequently*

“Financial, some sports are expensive to join plus the cost of equipment, especially now that the government has eliminated the child fitness tax credit and arts tax credit.”

“Not enough budget to participate in every sports my kids like.”

“Cost, can't afford it.”

“Being made to feel like a loser, not measuring up, being made fun of.”

“Some bullying, a bit too much attention on winning rather than playing the game for fun.”

“Bullying; poor parental behavior; poor coaching behavior; poor officiant behavior.”

“Aggressive parents.”

“The physical risks of concussions and the stress of winning.”

“Negative behaviour by coaches and parents; too competitive.”



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

N: Those who have negative factors affecting decision, 418

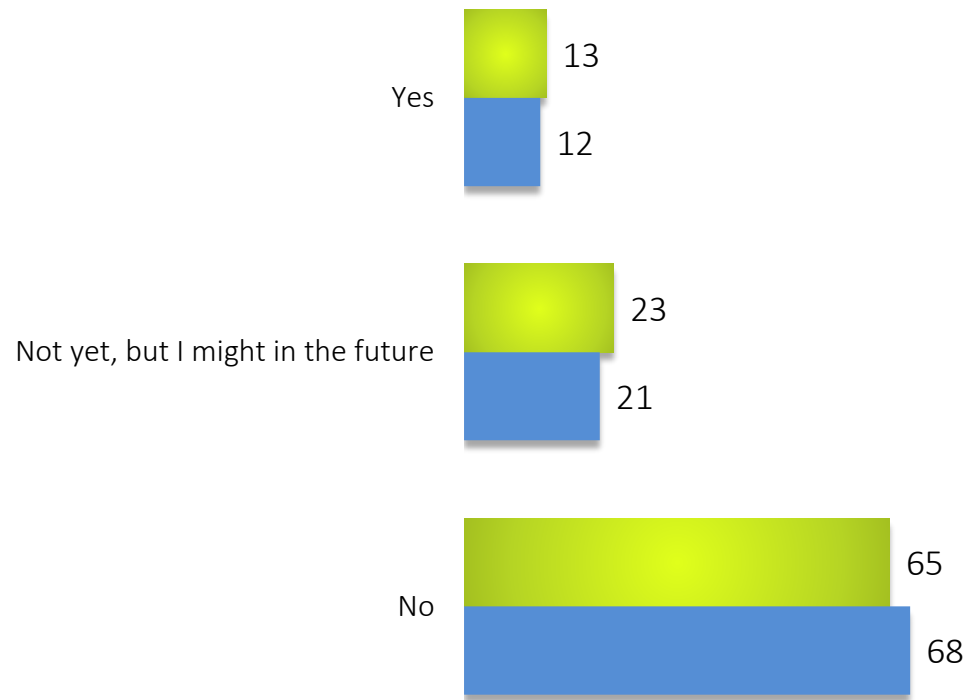
# DISCOURAGING CHILDREN FROM SPORT

*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, 2018 (1145); 2016 (1130)

# DISCOURAGING CHILDREN FROM SPORT

*By presence of children in house*

Those with younger children are more likely to say that they might do so in the future 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. Among those with older children many parents did discourage a child (24% 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=1145)	At least one child under 18 (n=571)	Less than 5 years old (n=209)	5 to 10 years old (n=240)	11 to 15 years old (n=207)	16 to 18 years old (n=114)	Over 18 years old (n=200)	My children no longer live at home (n=415)
Yes	13	12	8	11	15	24	17	12
Not yet, but I might in the future	23	38	50	41	30	21	19	10
No	65	50	42	48	55	55	64	78

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, 1145

# CONCERN WITH LONG-TERM CONSEQUENCES OF CONCUSSIONS

*62% are more concerned now about the long-term effects than they were two years ago*

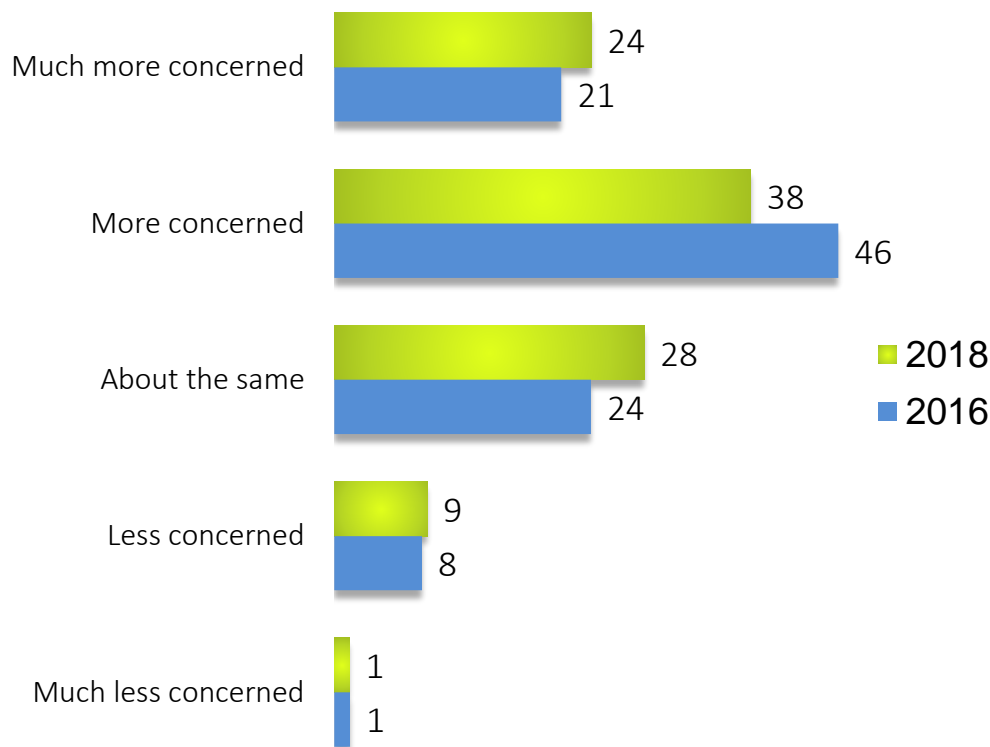
There is no question that concussions are a significant concern for Canadians. One in four is much more concerned and 38% are more concerned than two years ago. Earlier we found that, concussions were the second most concerning issue tested.

Compared with 2016 more people took the much more concerned and fewer took the more concerned.

Those who self-identify as involved in community sport are more likely to say that they are at least somewhat more concerned (64%).

Older Canadians are more likely to be more concerned (81% of those 65 years and older) compared with younger Canadians (57% of those under 25 years of age). Since 2016 older Canadians have become and younger less concerned.

Concern Compared with Two Years Ago with Long-Term Effects of Concussions



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?

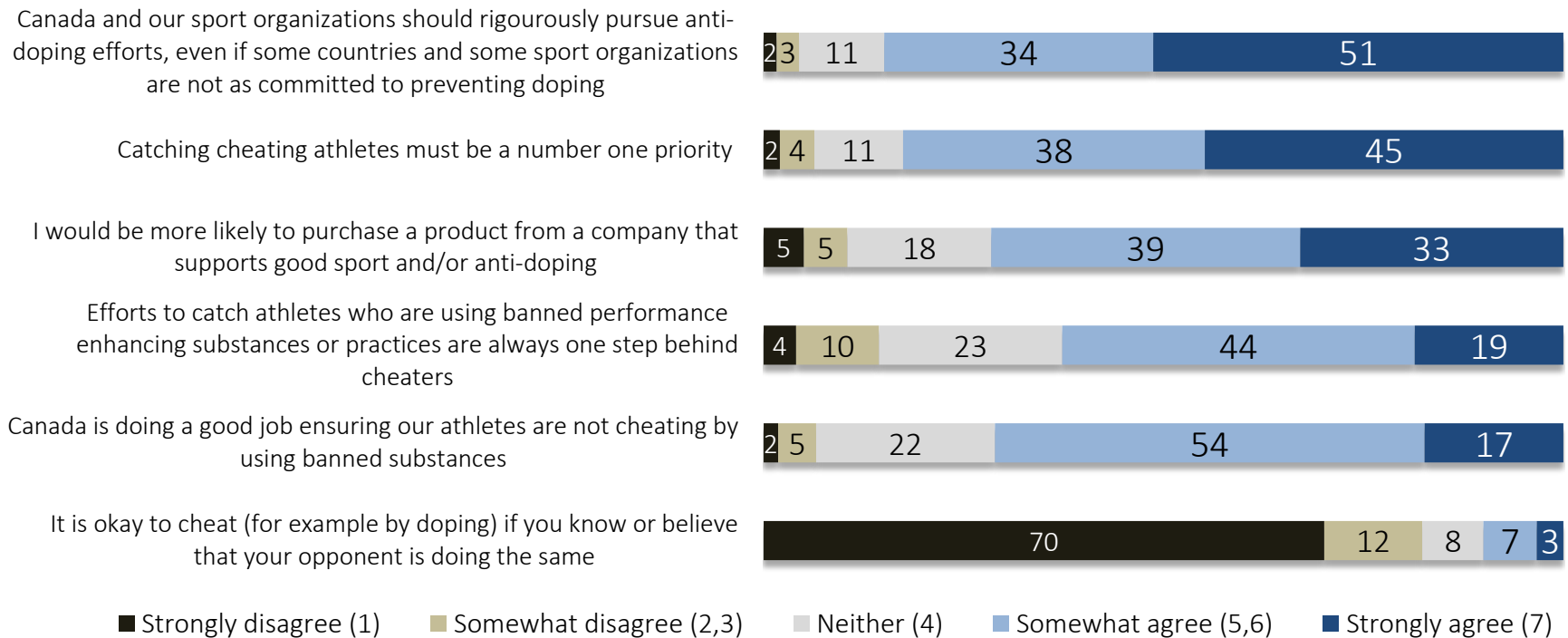
N: 2018 (2001); 2016 (2001)

# 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 (85% at least somewhat agree) and that catching cheaters needs to be a number one priority (83% net agree).

### Level of Agreement



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

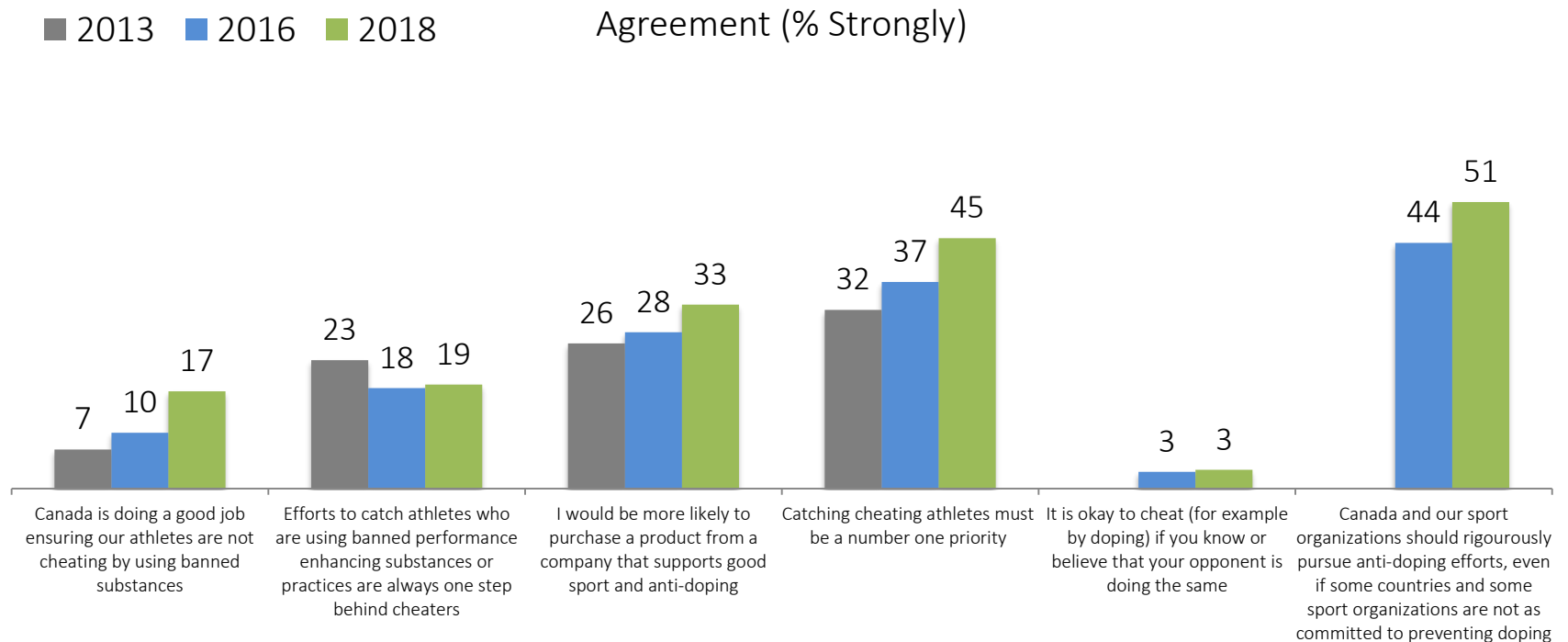
N: 2018 (2001)



# AGREEMENT

*Trend since 2013*

Since 2013, Canadians have become more likely to agree with a number of statements, including the need to rigorously pursue anti-doping efforts, that catching cheaters needs to be a number one priority, and that people would be more likely to purchase a product from a company that supports good sport and anti-doping. There is also a growing perceptions that Canada is doing a good job with our own athletes (though only 17% strongly agree).



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

N: 2018 (2001); 2016 (2001); 2013 (2000)

# Olympic/Paralympic Games

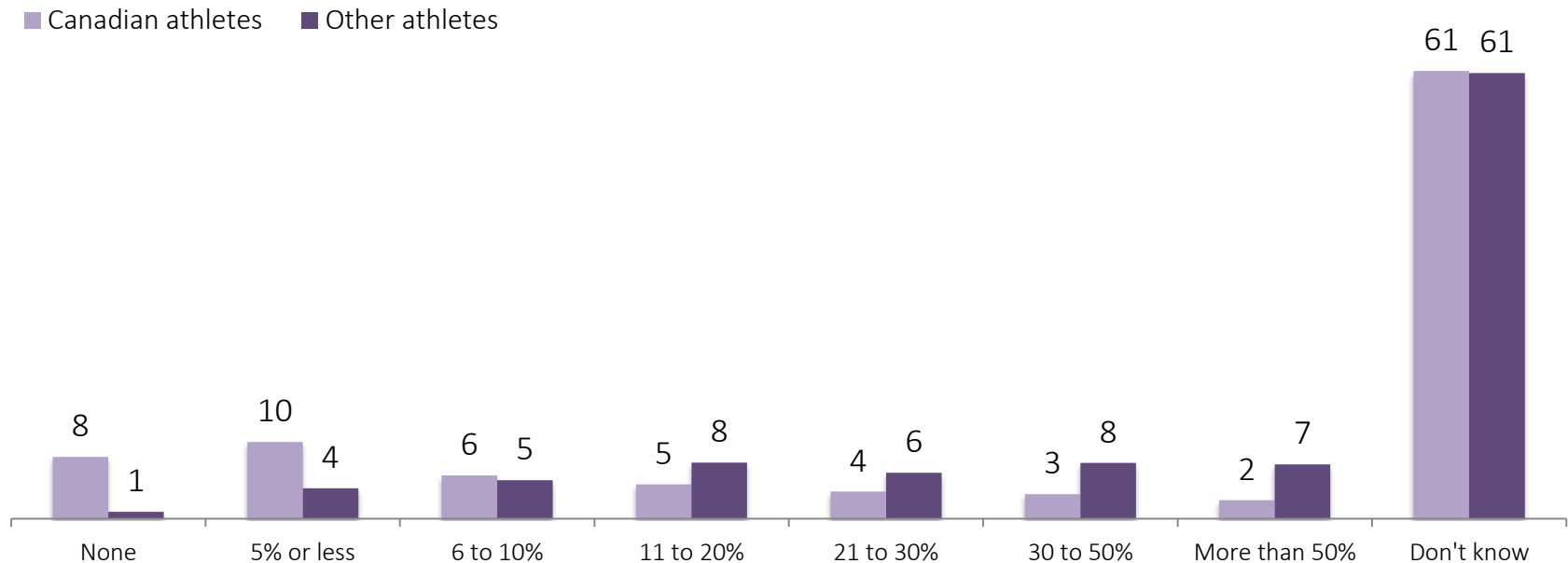
# DOPING AT THE OLYMPICS

*Most Canadians unable to say how prevalent doping is but twice as many athletes from other countries are doping*

Most Canadians are not sure what percentage of athletes are using performance-enhancing drugs for the Olympic/Paralympic games. Among those who are able to offer an assessment, there is fairly widespread belief that doping is prevalent. On average 16% of Canadian athletes and 32% of other athletes are viewed as using performance-enhancing drugs.

Average (excluding not sure)	
Canadian athletes	16%
Other athletes	32%

Share of Athletes Using Performance-Enhancing Drugs



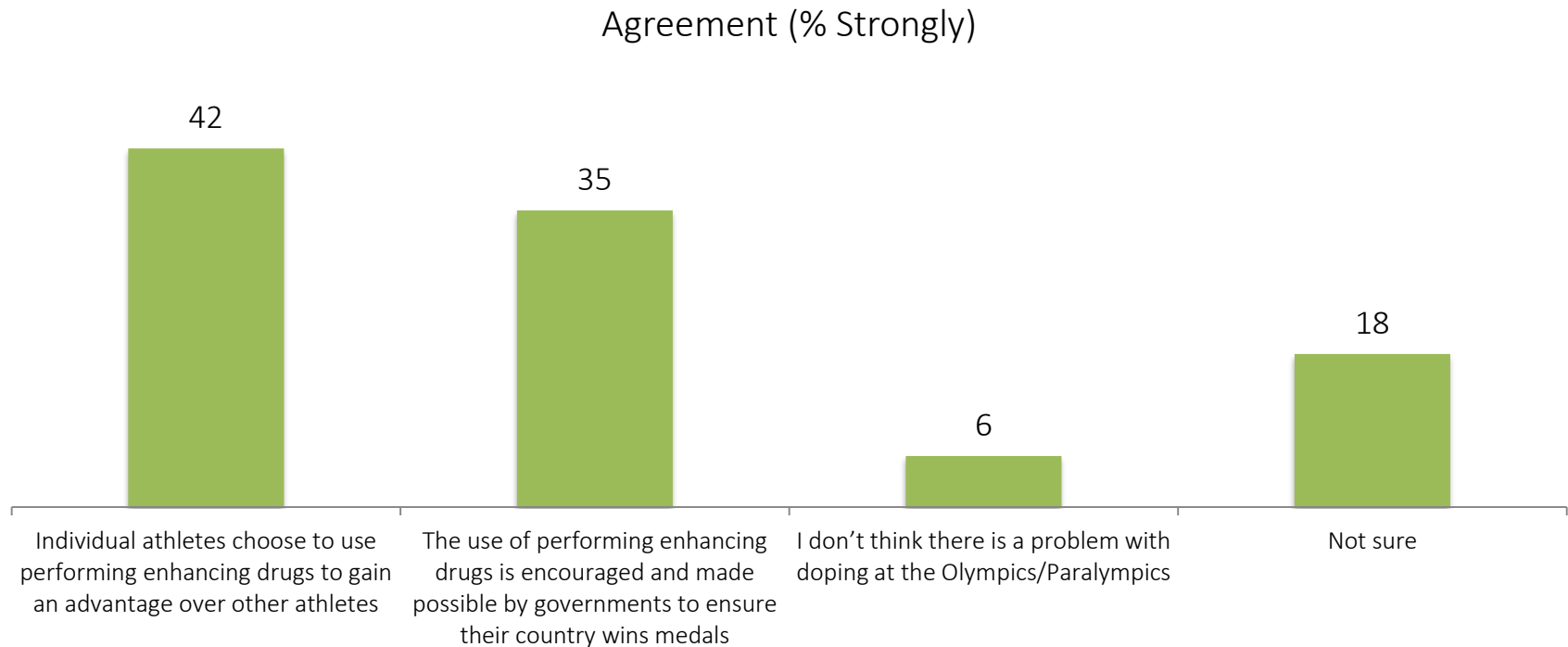
Q: What percentage of athletes from Canada and from other countries competing in the Winter Olympics/Paralympics in PyeongChang do you think are using performance-enhancing drugs (doping)?

N: 2018 (2001)

# OLYMPIC/PARALYMPIC DOPING PROBLEM

*While 42% of Canadians think doping is a result of athlete action, 35% think it is encouraged and made possible by governments*

Almost no one thinks there is not a problem with doping at the Olympic/Paralympic games. The state-sponsored doping in Russia may have contributed to the perception that governments are encouraging doping since those who are aware of the issues were much more likely to identify the problem as state sponsored (see next slide).



Q: Which of the following is closer to your view of the doping problem at the Olympics/Paralympics?  
N: 2018 (2001)

# OLYMPIC/PARALYMPIC DOPING PROBLEM

*By awareness of state sponsored doping activities in Russia*

Among those who say they are very aware of the state-sponsored doping in Russia, 49% think the problem is state-sponsored doping not individual athletes.

	Awareness of State-Sponsored Doping Activities in Russia			
	Very aware	Somewhat aware	Have heard about it but know little	Not at all aware
Individual athletes choose to use performing-enhancing drugs to gain an advantage over other athletes	39	38	46	46
The use of performing-enhancing drugs is encouraged and made possible by governments to ensure their country wins medals	49	44	30	14
I don't think there is a problem with doping at the Olympics/Paralympics	4	7	6	6
Not sure	9	11	19	35

Q: Which of the following is closer to your view of the doping problem at the Olympics/Paralympics?

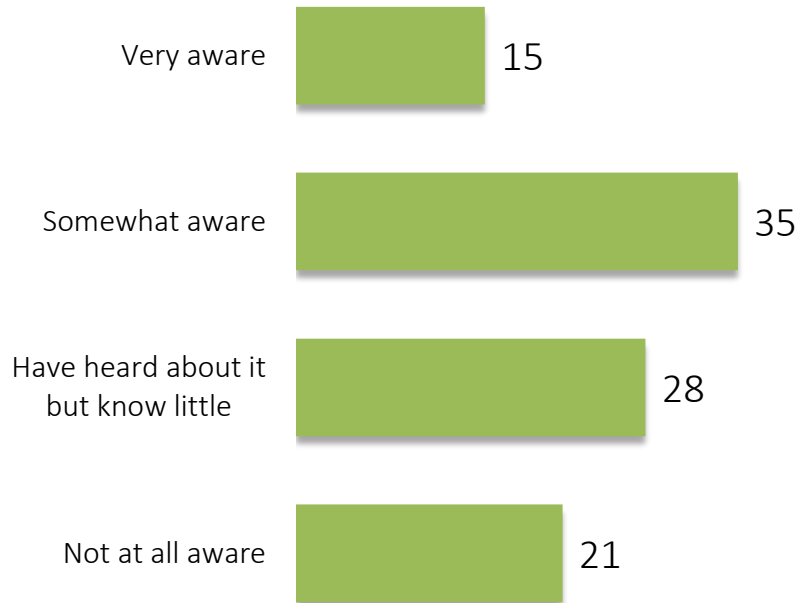
N: 2018 (2001)

# STATE SPONSORED DOPING IN RUSSIA

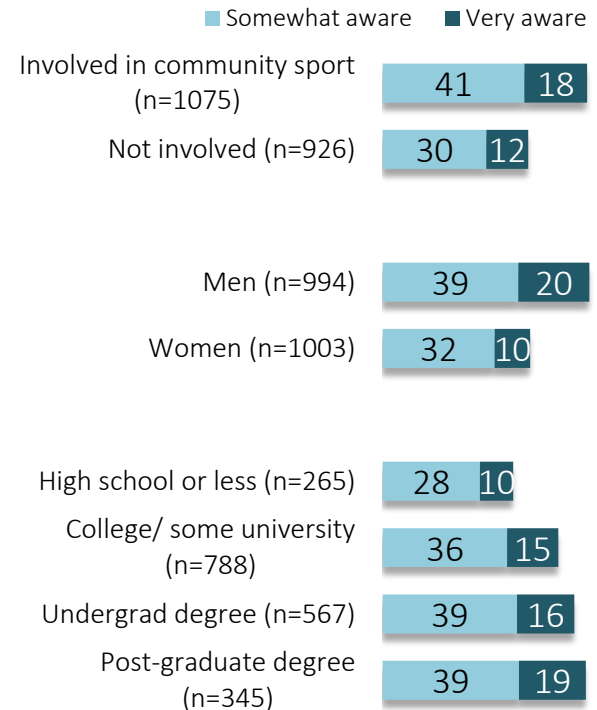
*Half of Canadians are aware of the state sponsored doping activities in Russia*

Exactly half of Canadians are at least somewhat aware of the state sponsored doping activities in Russia; only 15% are very aware. Awareness is much higher among those who participate in some role in community sport. Awareness is also higher among men and among those with higher levels of education.

Awareness



Awareness by Key Variables



Q: How would you rate your awareness of the state-sponsored doping activities in Russia?

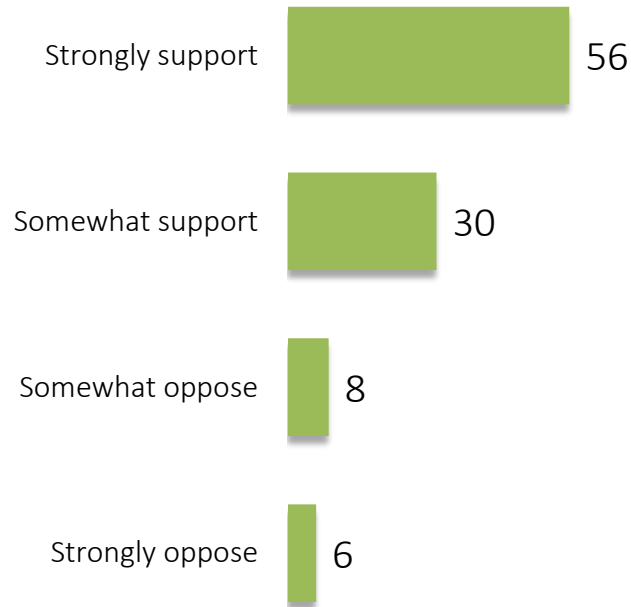
N: 2018 (2001)

# IOC BAN FOR RUSSIAN OLYMPIC COMMITTEE

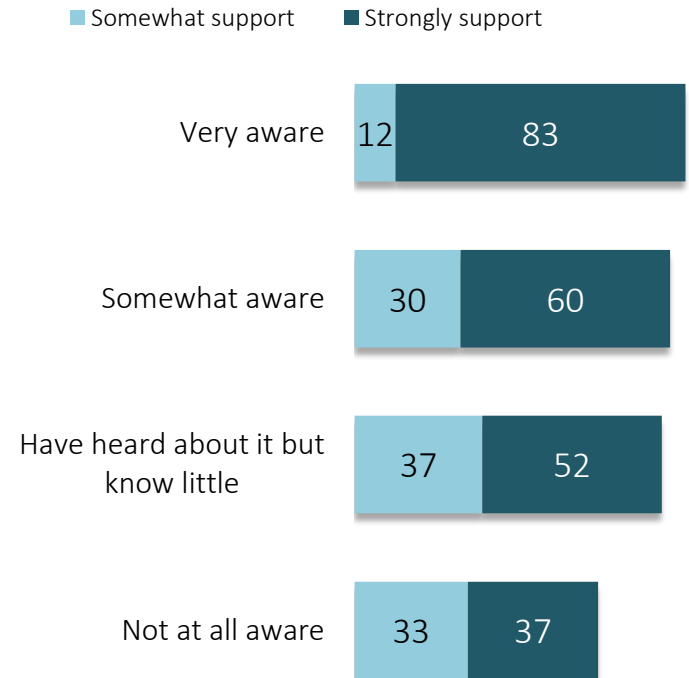
*Most support the decision to ban the Russian Olympic Committee*

More than half of Canadians strongly support the IOC decision which is consistent with their attitudes about doping. Awareness of the state-sponsored doping is associated with stronger support. In fact, 95% who are very aware either somewhat or strongly support the IOC decision.

Support for IOC Decision



Awareness by Key Variables



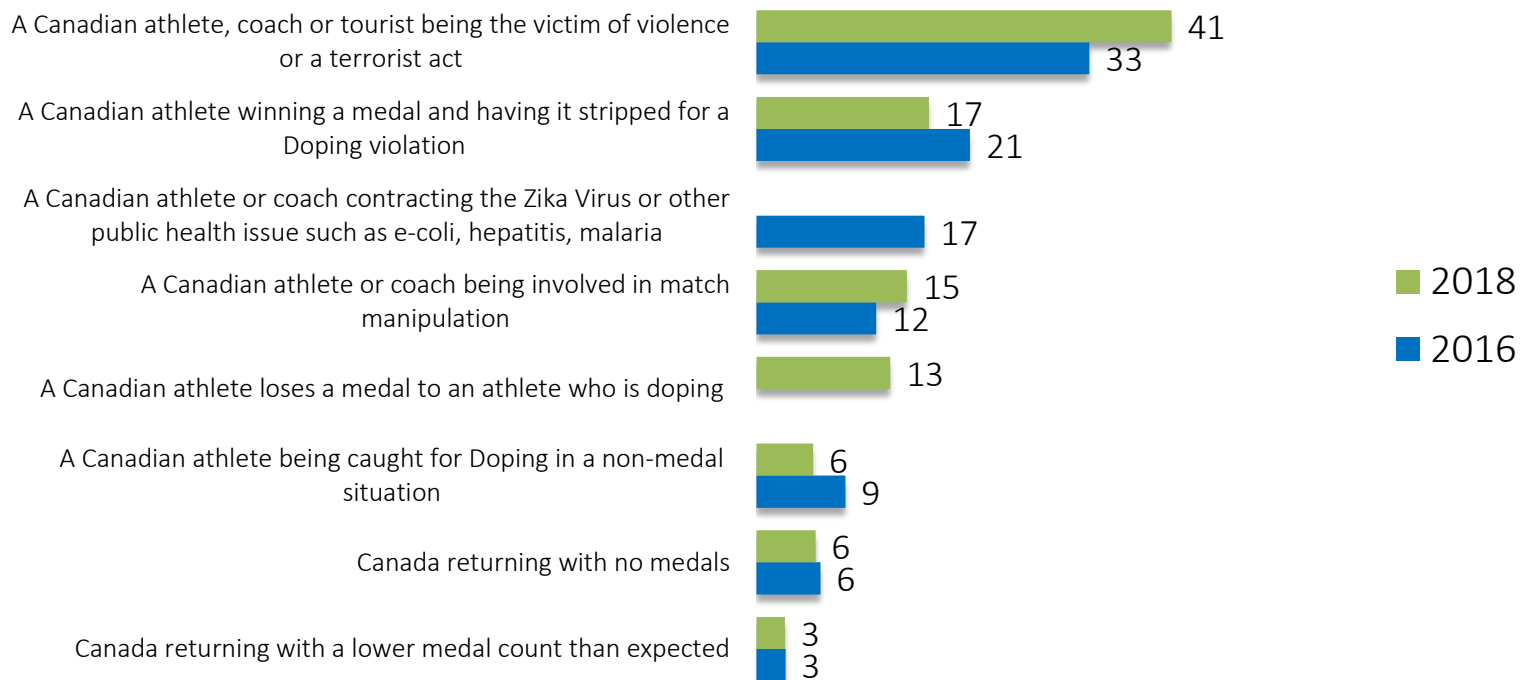
Q. In response to Russian state-sponsored doping activities do you strongly support, somewhat support, somewhat oppose or strongly oppose the International Olympic Committee (IOC) decision to ban the Russian Olympic Committee from the 2018 Winter Games?

N: 2018 (2001)

# OLYMPICS CONCERNS

*Terrorism the biggest concern and much higher than in 2016*

The number one concern mentioned by Canadians is that someone will be a victim of violence or terrorist attack (41% rank it first up from 33% in 2016). The next most mentioned concern is a Canadian athlete having a medal stripped for a doping violation. In 2018 we replaced one item (a health concern) with another about doping (losing a medal to an athlete that is doping). Thirteen per cent mention that losing a medal to an athlete that is doping is their number one 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: 2018 (2001); 2016 (2001)



# Funding Sport

# IMPORTANCE OF FUNDING SPORT

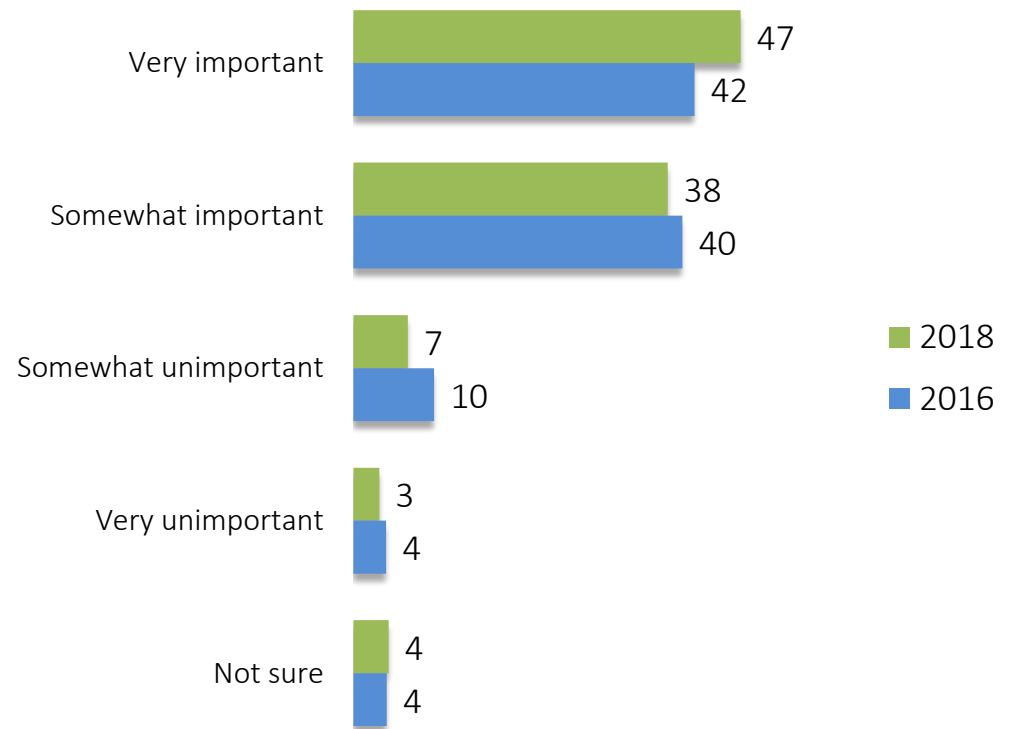
*Funding sport is very important for Canadians*

Almost half of Canadians think that it is very important for the Federal Government to continue to fund sport even with the current economic climate. Another 38% think it is somewhat important, leaving few who consider this to be a low priority.

Older Canadians place more importance on funding sport (61% of those 65 and older say it is very important compared with 37% of those 18-29). In particular, older people place a high importance on community-level sport and the development of values.

Canadians who are themselves involved in community sport place a higher level of importance on funding (51% very) than those who are not (43%).

**Importance: Federal Government Continue to Fund Sport**



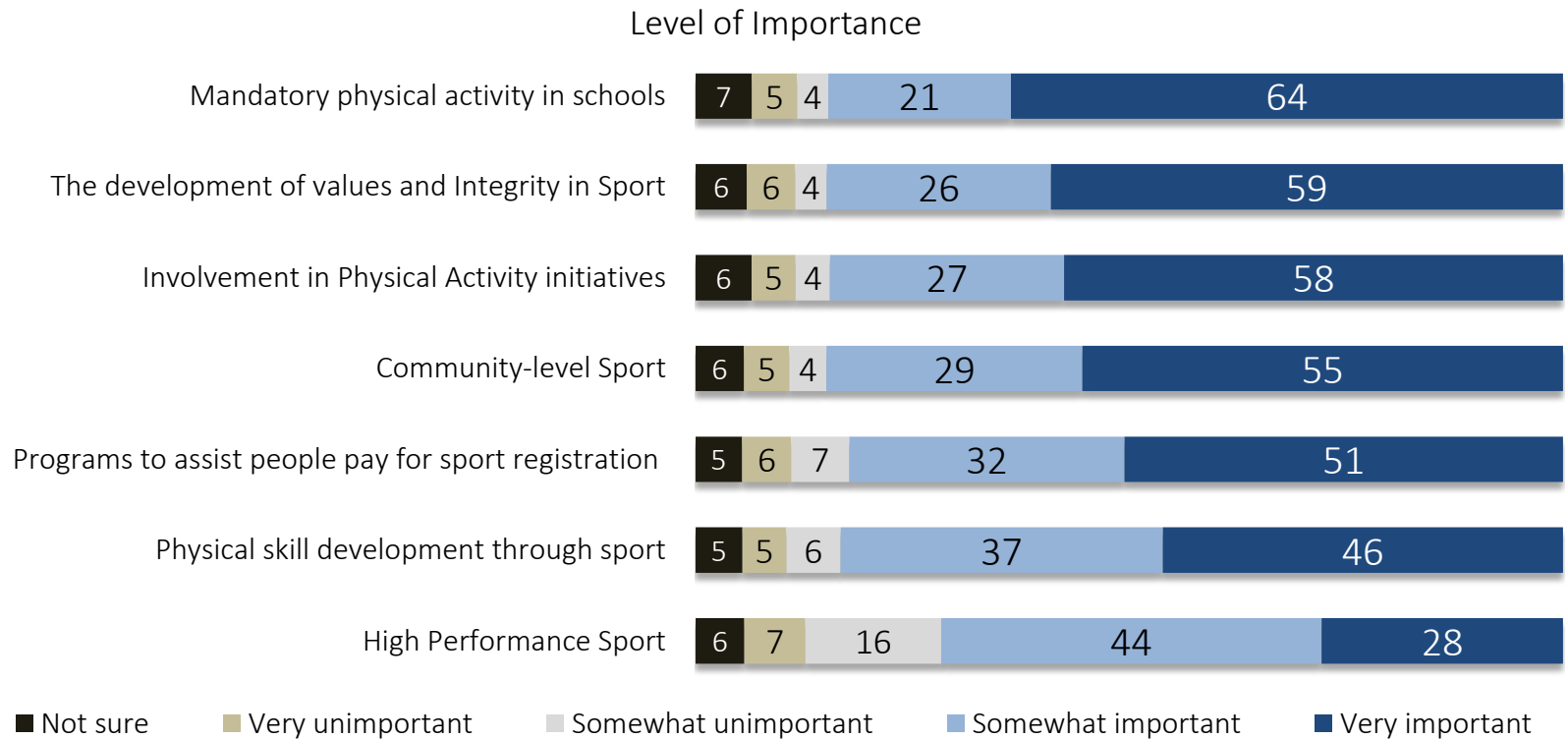
Q: 27. Given the current economic climate, how important is it for the Federal Government to continue to fund sport?

N: 2018 (2001); 2016 (2001)

# IMPORTANT FUNDING ACTIVITIES

## Summary

The highest priorities for funding are mandatory physical activity in school (64% very important and 21% 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 (58% very important and 27% somewhat important).

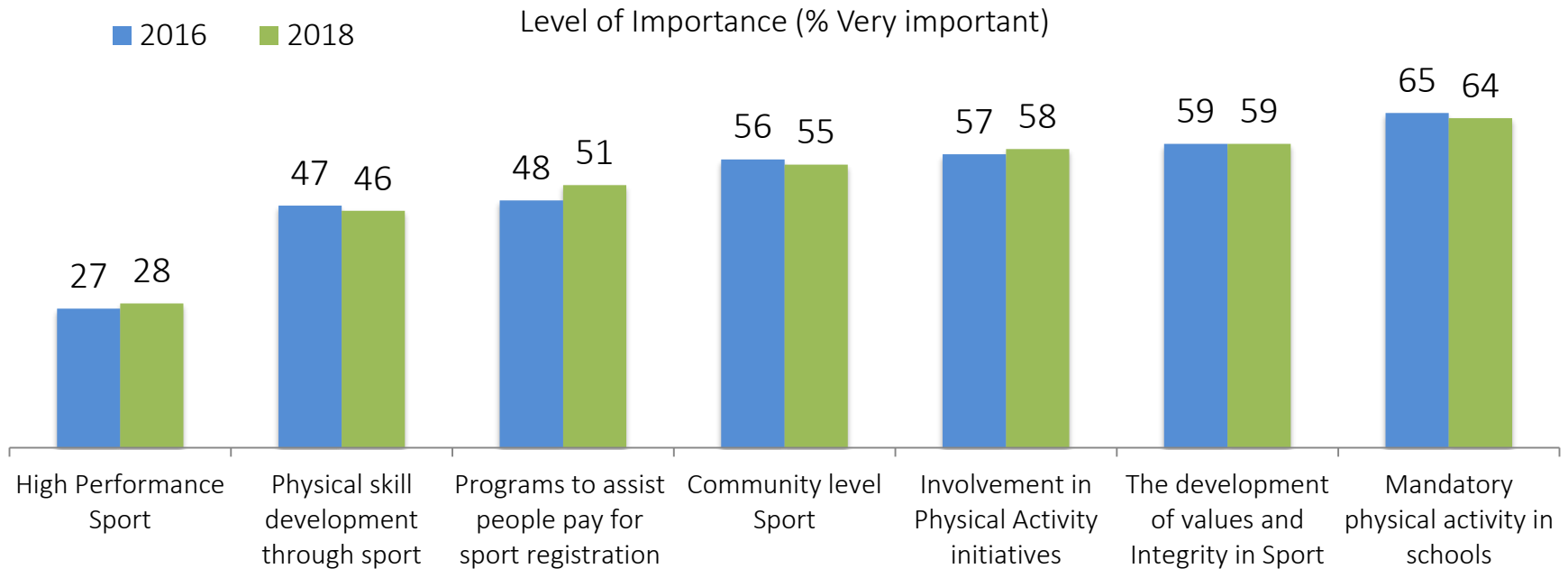


Q: When it comes to funding sport in Canada, how important is it to fund?  
 N: 2018 (2001)

# IMPORTANT FUNDING ACTIVITIES

*Comparing 2018 to 2016*

Support for funding sport is fairly stable since 2016.



Q: When it comes to funding sport in Canada, how important is it to fund?  
N: 2018 (2001); 2016 (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=925)	Somewhat important (n=781)	Somewhat unimportant (n=138)	Very unimportant (n=64)	Not sure (n=93)
Mandatory physical activity in schools	64	71	62	46	49	34
The development of values and integrity in sport	59	70	56	41	33	18
Involvement in physical activity initiatives	58	69	53	32	31	23
Community-level sport	55	70	49	29	24	22
Programs to assist people pay for sport registration	51	63	45	24	24	16
Physical skill development through sport	46	59	40	20	22	17
High-performance sport	28	38	22	11	10	10

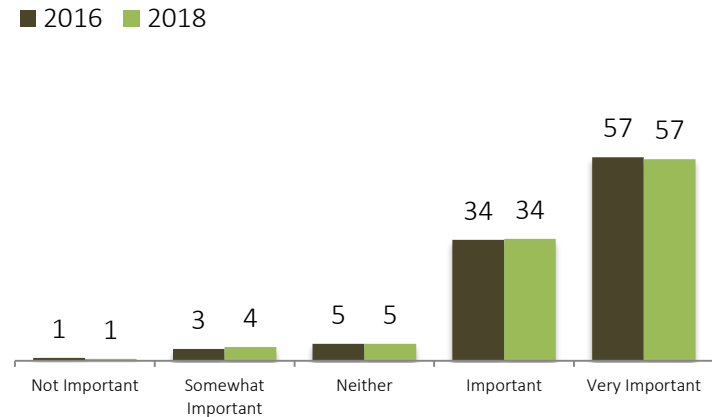
Q: When it comes to funding sport in Canada, how important is it to fund?  
N: 2018 (2001)

# APPENDIX

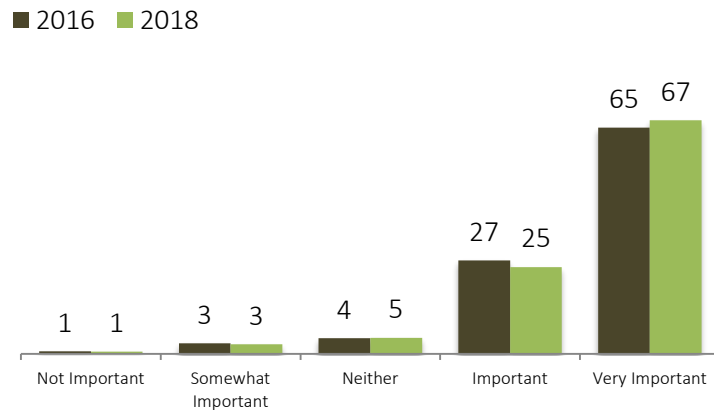
# Importance Ratings for Seven True Sport Principles

All of the principles are at least a little important for Canadians but the proportion in 2018 who take the most important position varies from a low of 27%, “Give back” to a high of 67%, “Respect others”.

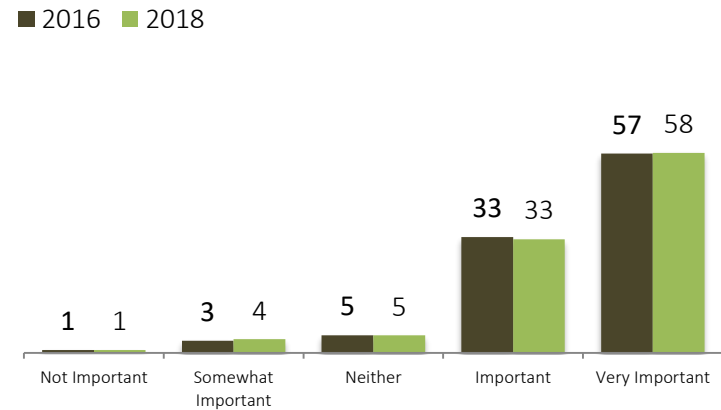
Importance> Keep it Fun



Importance> Respect Others

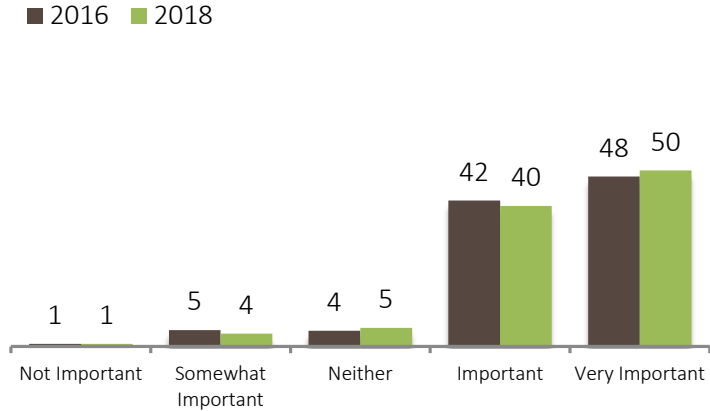


Importance> Play Fair

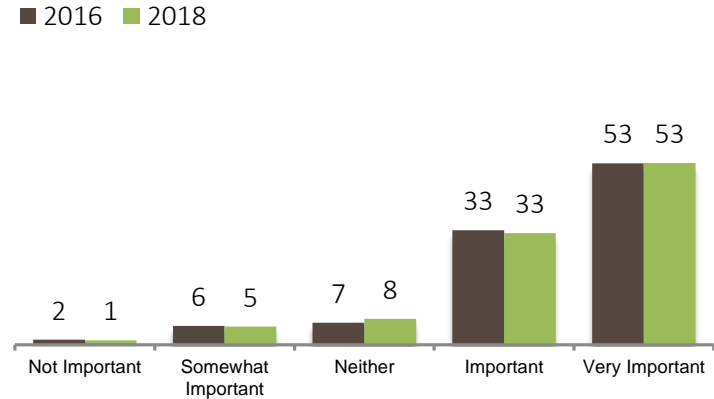


Q: Please rate the level of importance that you place on each of the following principles.  
 N: 2018 (2001); 2016 (2001)

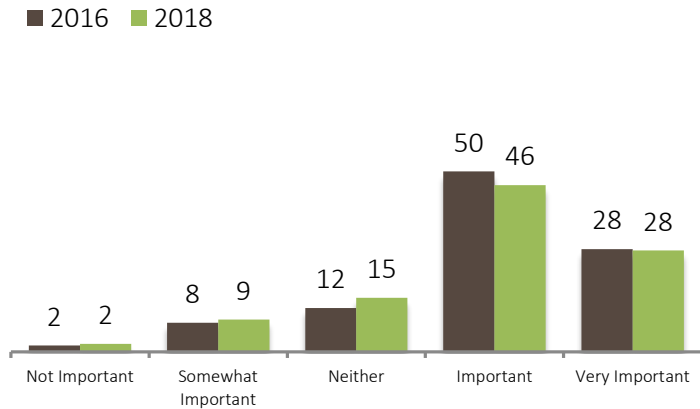
### Importance> Stay Healthy



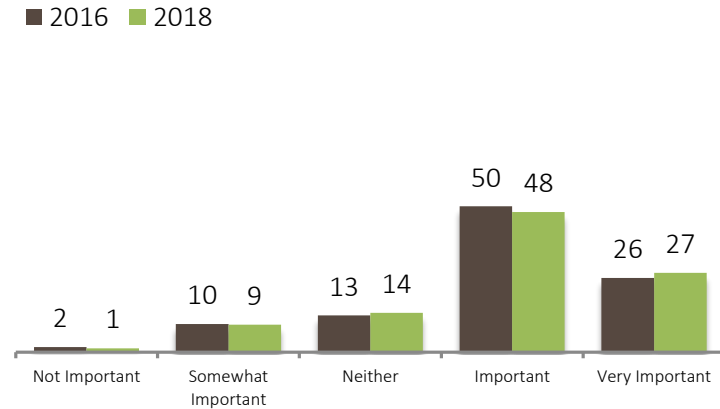
### Importance> Include Everyone



### Importance> Go for It



### Importance> Give Back



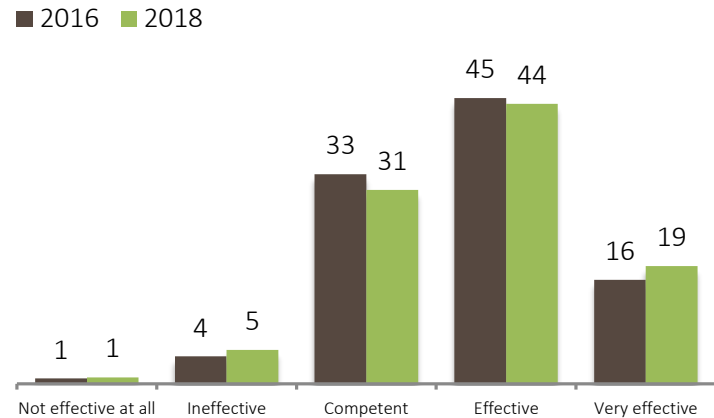
Q: Please rate the level of importance that you place on each of the following principles.  
 N: 2018 (2001); 2016 (2001)



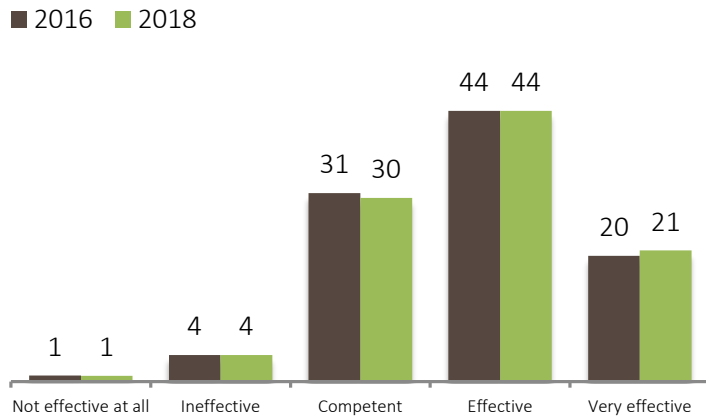
# Performance Ratings for Seven True Sport Principles

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

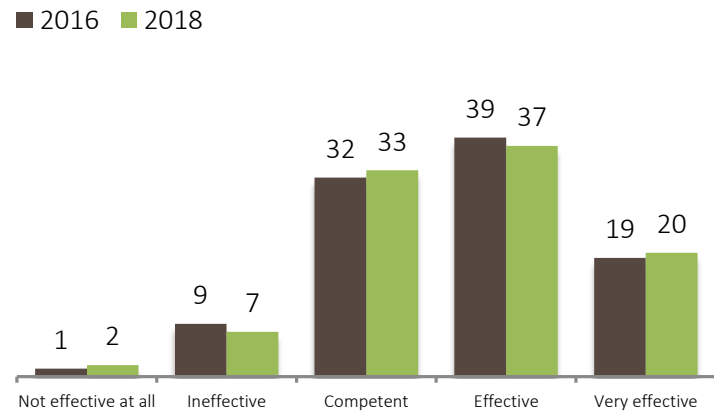
Performance > Play Fair



Performance > Keep it Fun



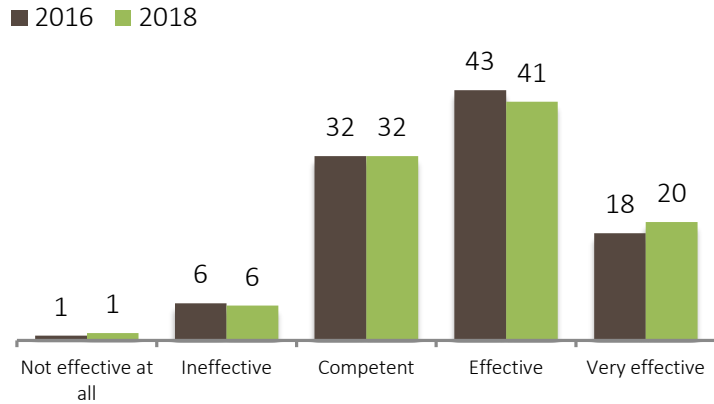
Importance > Include Everyone



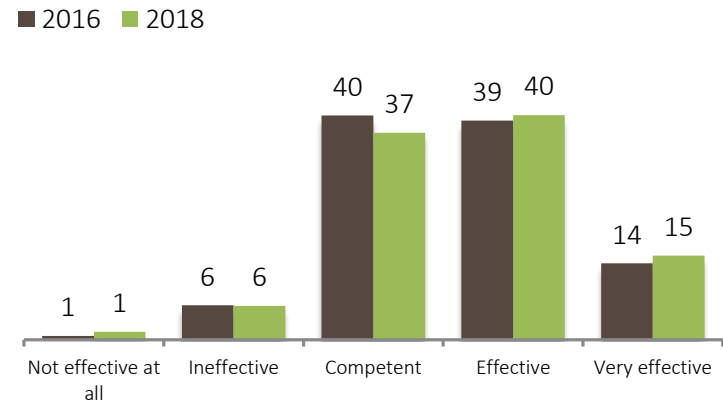
Q: Thinking of the community sport organizations in your community, please rate the effectiveness of community sport in achieving each of the following. If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

N: 2018 (2001); 2016 (2001)

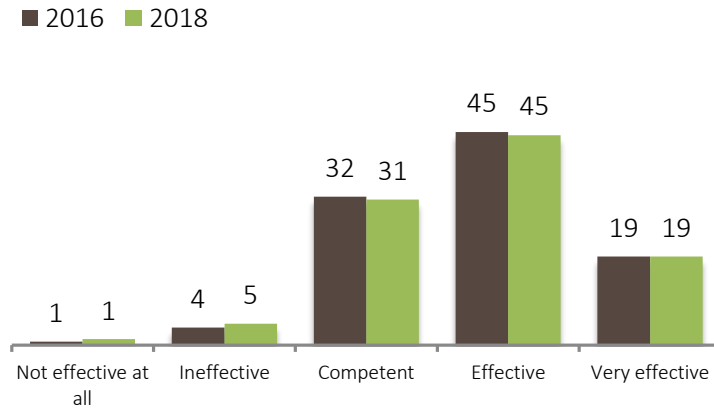
Performance> Respect Others



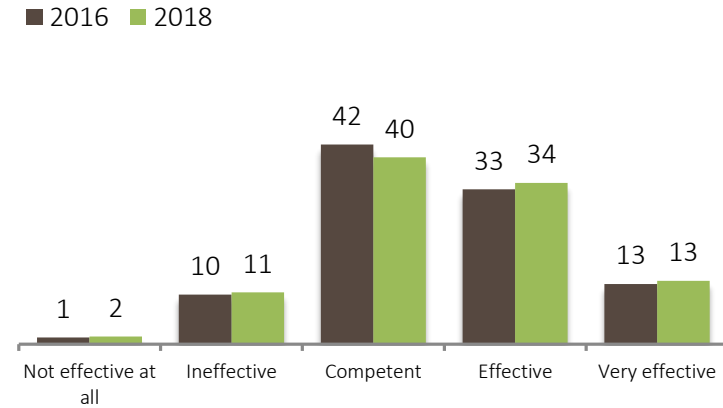
Performance> Go for It



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: 2018 (2001); 2016 (2001)



Prepared by  
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