

SIGNIFICANT PANDEMIC IMPACT

SPORT IMPROVES ON TRUE
SPORT EFFECTIVENESS

COVID-19 TOP OLYMPIC CONCERN

ABACUS DATA

DETAILED RESULTS

2021 Community Sport Survey

CONDUCTED FOR THE CANADIAN CENTRE FOR ETHICS IN SPORT

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND
MARKET RESEARCH EXPERTS

METHODOLOGY

The survey was conducted with 2,000 Canadian residents from March 10 to 15, 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.3%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

Previous research referenced in this report:

- 2018 Online survey conducted between January 24 and February 1, 2018 (n=2001)
- 2016 Online survey conducted between March 15 and March 23, 2016 (n=2001)
- 2013 Online survey conducted between January 22 and January 28th, 2013 (n=2000).

EXECUTIVE SUMMARY

1. The pandemic impacted most people who participate in community sport, and it clearly shaped the worldview of Canadians in early 2021. The overall importance and expectations around sport are muted compared with previous surveys. No where is this more evident than in the lower performance score that community-sport gets in the community, even though we suggested that Canadians think of the experience beyond the year long pandemic.
2. Eighty-seven per cent of those who participate in community sport indicated that they were impacted by the pandemic. While some of those impacted replaced sport with other physical activity, others are simply looking forward to getting back to it. In fact, there are relatively few participants (6%) who are not likely to return to community sport. Some are unsure, so the return to sport might be delayed depending on how issues evolve.
3. When it comes to community-level sport, Canadians are largely aligned on what it can do and how it is performing. For example, Canadians generally think that community-level sport contributes to positive outcomes on those things that it has the highest expectations for sport to deliver, such as contributing to good health and instilling character.
4. Abuse is one of the biggest concerns that people have about sport at this time, whether this is asked in a prompted or unprompted manner. Poor parental behaviour and cost/access issues are also significant concerns.
5. The Olympic movement is quite divisive with only 41% of Canadians saying it is an important global competition that celebrates sport and the human condition. With the Games coming up, fear of an athlete or coach contracting COVID-19 is the top ranked concern.

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.”

THE PANDEMIC IMPACT

ABACUS DATA



KEY FINDINGS: THE PANDEMIC IMPACT

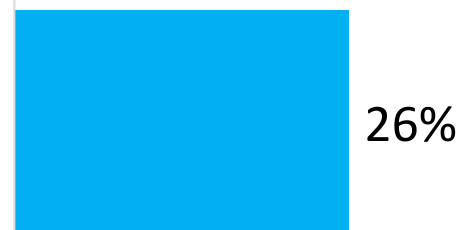
1. The pandemic impacted most people who participate in community sport. Only 13% said they were not impacted. The most prevalent view (61%) is that sport participants are looking forward to getting back to normal. A significant group of Canadians say that they were impacted but found other ways to stay active.
2. The impacts, for those who felt them, were on both the average Canadian participant and their children. Eight in ten, for example, say their child missed out on the social and mental health benefits of sport.
3. When the pandemic is behind us, there are relatively few participants (6%) who are not likely to return to community sport. There are, however, a sizeable group that is not sure (11%).

IMPACT OF PANDEMIC ON PARTICIPATION

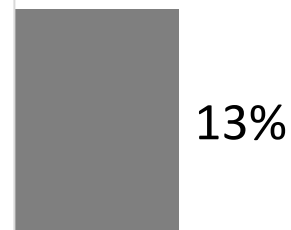
The pandemic has seriously curbed participation in community sport by myself or my family and I am looking forward to things getting back to normal



The pandemic has seriously curbed participation in community sport by myself or my family but I have found other ways to stay active



There has been no impact on sport participation for me or my family

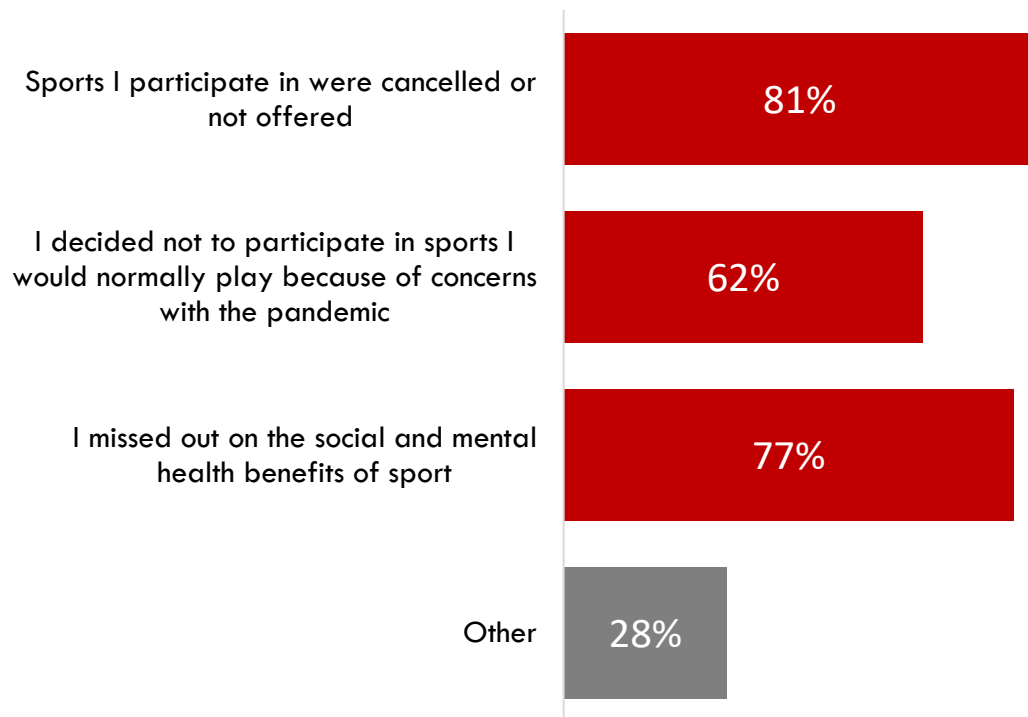


Q. Which of the following best describes how the pandemic has impacted your experience with community sport?

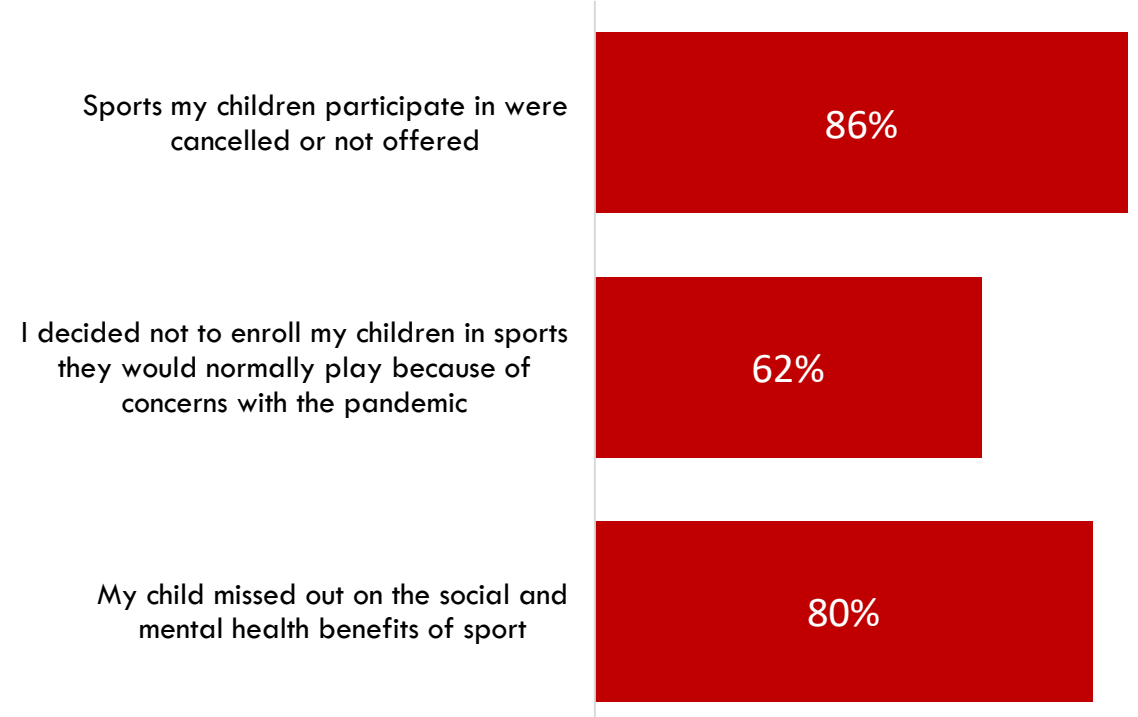
Base: Those involved in community sport, 2021 (n=1046)

IMPACT OF PANDEMIC ON PARTICIPATION

PERSONAL IMPACTS



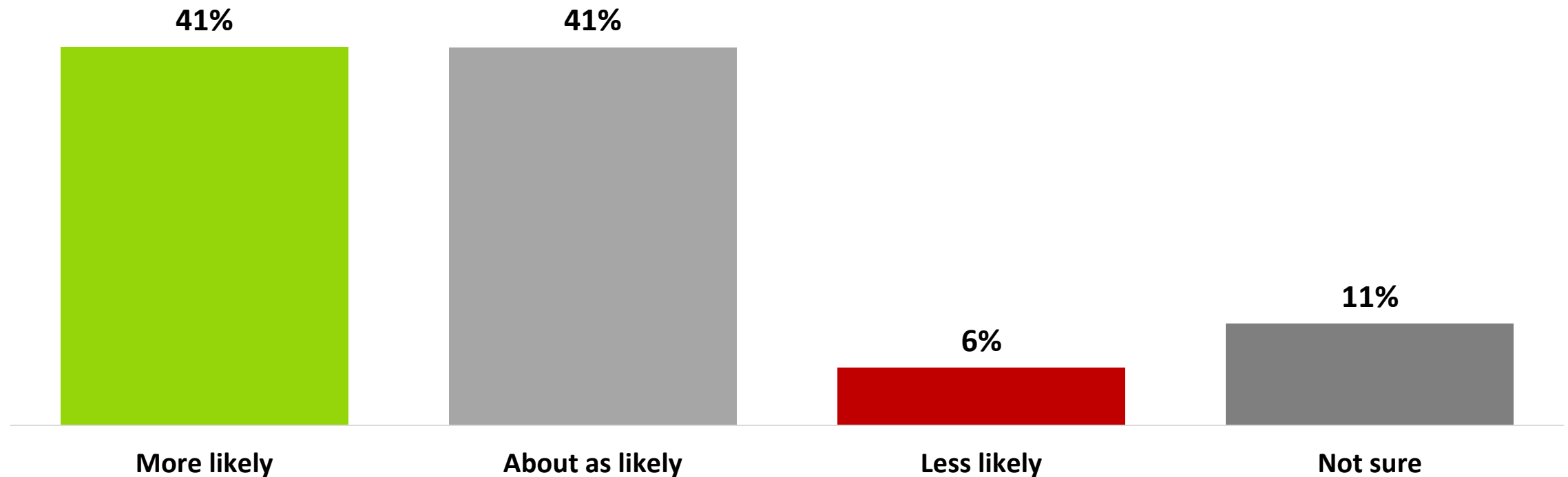
IMPACTS ON CHILDREN



Q. Which of the following impacts did you experience because of the pandemic in the last year?

Base: Those involved in community sport, 2021 (n=1046); Those involved and with kids, (n=415)

LIKELIHOOD TO PARTICIPATE IN COMMUNITY-LEVEL SPORT ONCE CANADIANS ARE VACCINATED



Q. When the majority of Canadians have received a vaccination, do you think you and your family will be more or less likely to participate in community-level sport?

Base: Those involved in community sport, 2021 (n=1046)

ROLE OF SPORT

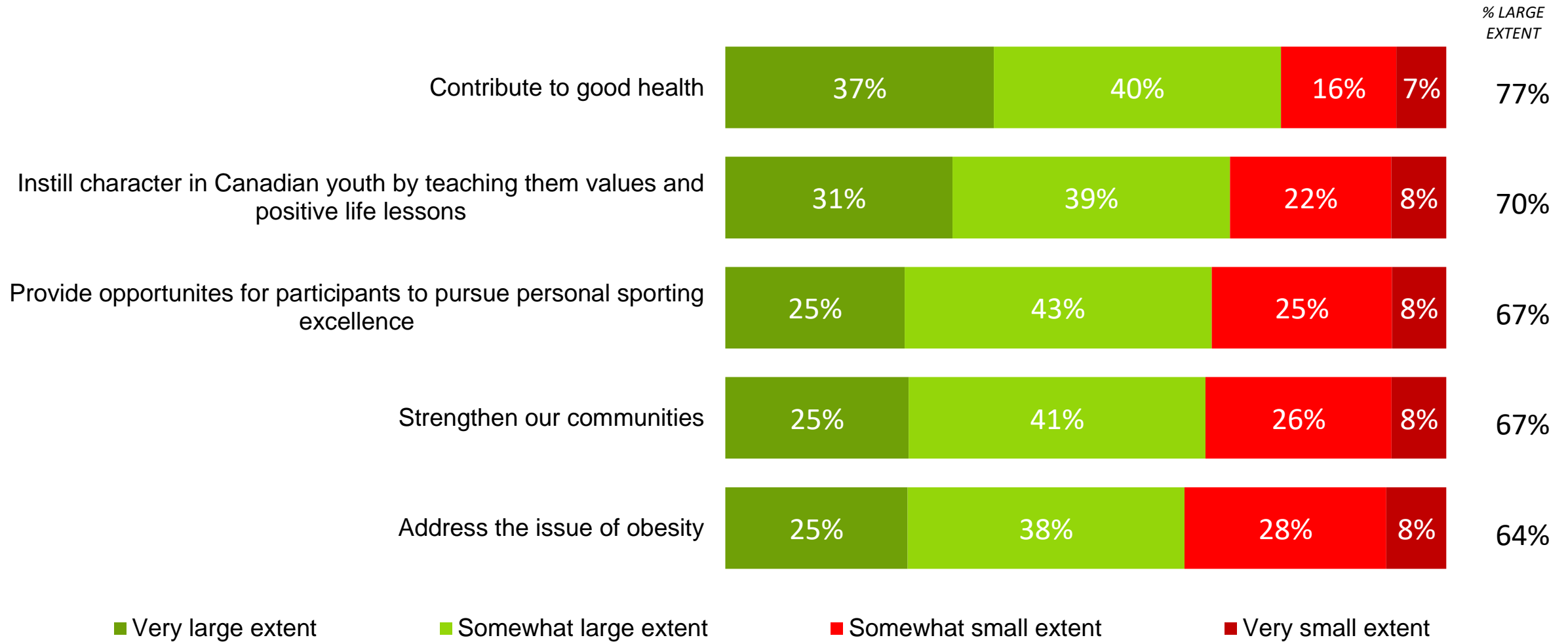
ABACUS DATA



KEY FINDINGS: EXPECTATIONS AND PERFORMANCE

1. When it comes to community-level sport, Canadians are largely aligned on what it can do and how it is performing. Community-level sport is most likely viewed as something which can contribute to good health (37% very large extent), followed by instilling character in youth (31%). Community-level sport is seen as less likely to be able to address the issue of obesity, strengthen communities, and provide opportunities to pursue personal excellence.
2. Although the ordering is the same, fewer people in 2021 think community-level sport can achieve each of the outcomes than in previous years. This may reflect the pandemic experience to some extent. Those who have found other things to keep active are less likely to think sport can achieve these goals than those who are looking forward to things getting back to normal.
3. Notably, Canadians generally think that community-level sport contributes to positive outcomes on those things that it has the highest expectations for sport to deliver. Confidence is highest for contributing to good health (88% at least somewhat confident) and for instilling character (70%). These are the areas that people are most likely to think sport can deliver.
4. Assessments of how much sport is delivering on these expectations are down slightly on some measures (e.g. contributing to good health) but stable for others.
5. Parents of kids who participate in sport are much less likely this year as compared with earlier waves to report that community-level sport is meeting or exceeding expectations (42%).
6. The overall community-level sport experience is also not viewed quite as positively as it was in 2018, with fewer Canadians saying that the experience is very good.

EXPECTATIONS FOR SPORT



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

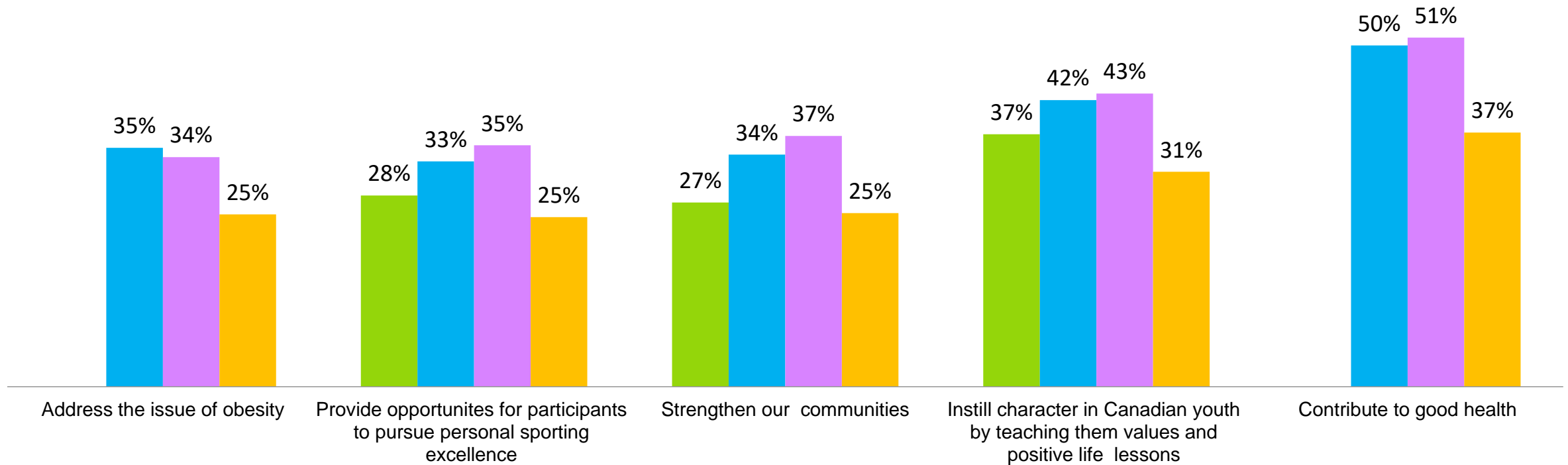
Base: 2021 (n=2000)

EXPECTATIONS FOR SPORT

% *VERY LARGE EXTENT*

In each case, fewer people in 2021 think community-level sport can achieve each of the outcomes than did in the earlier surveys.

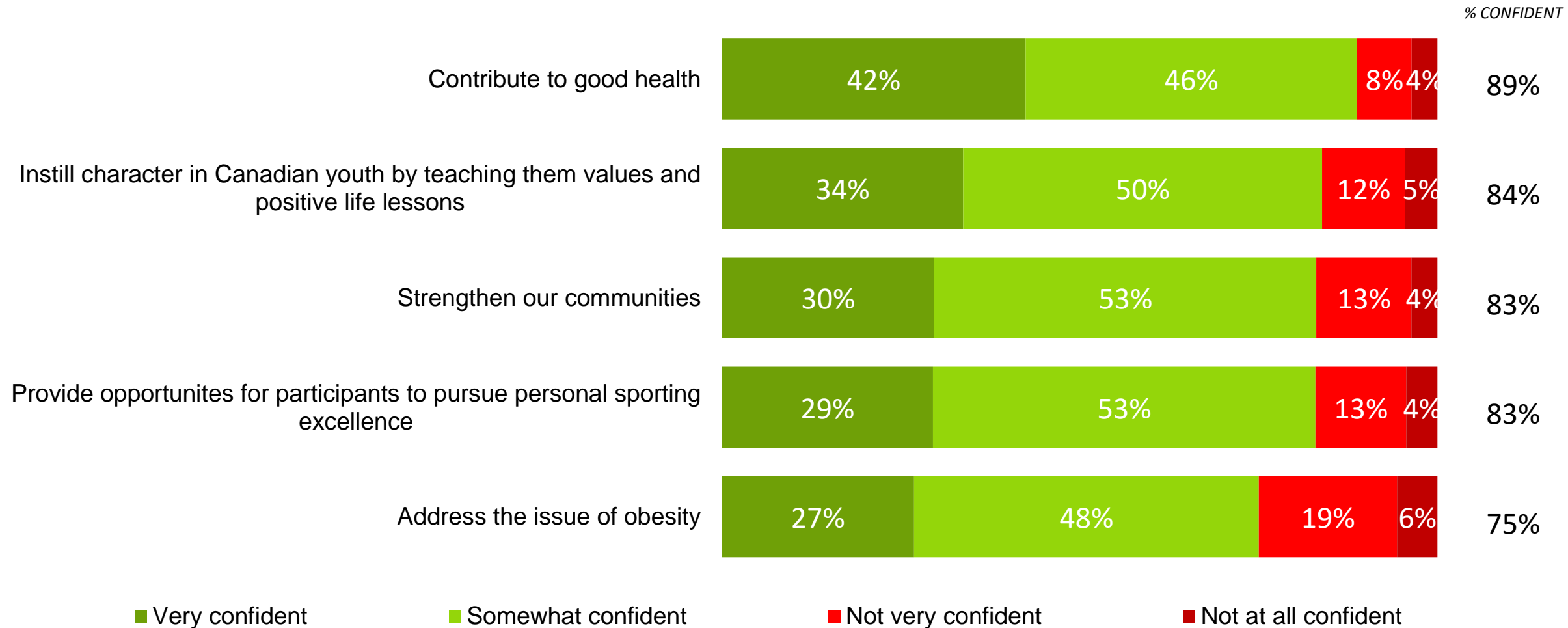
■ 2013 ■ 2016 ■ 2018 ■ 2021



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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

WHAT SPORT DOES



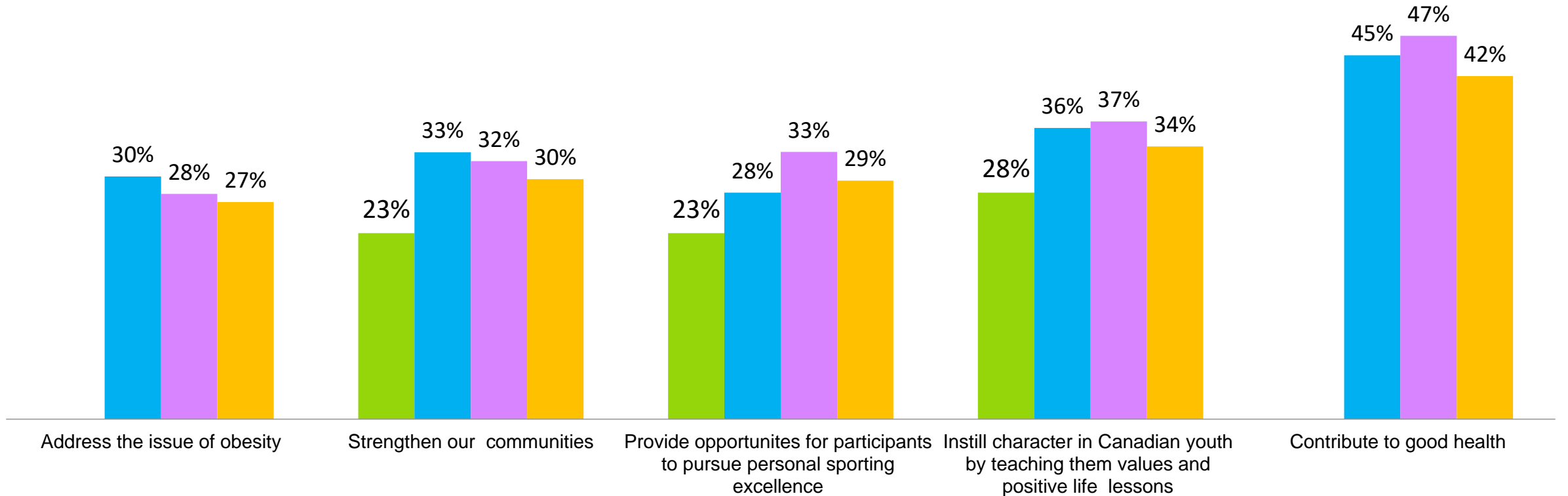
Q: How confident are you that community-level sport actually does...

Base: 2021 (n=2000)

WHAT SPORT DOES, 2013-2021

% VERY CONFIDENT

■ 2013 ■ 2016 ■ 2018 ■ 2021



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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

WHAT SPORT CAN DO/DOES, 2021

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.

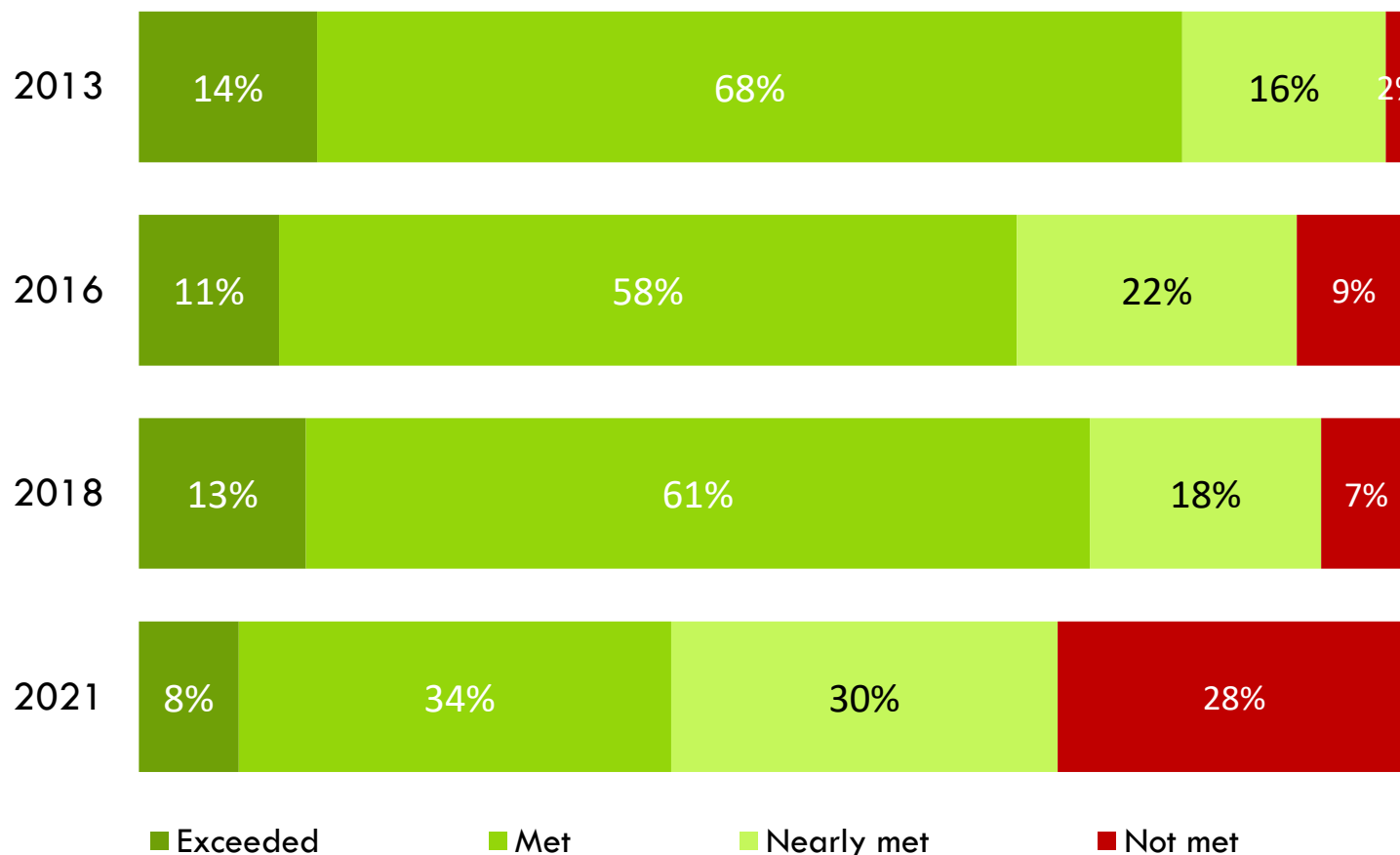
	How much do you think community-level sport can... % Very large extent			How confident are you that community-level sport actually does... % very confident		
	Total (n=2000)	Not involved (n=954)	Involved in sport	Total (n=2000)	Not involved (n=954)	Involved in sport
CONTRIBUTE TO GOOD HEALTH	37%	32%	42%	42%	34%	51%
INSTILL CHARACTER IN CANADIAN YOUTH BY TEACHING THEM VALUES AND POSITIVE LIFE LESSONS	31%	28%	35%	34%	27%	40%
STRENGTHEN OUR COMMUNITIES	25%	21%	30%	30%	23%	36%
PROVIDE OPPORTUNITIES FOR PARTICIPANTS TO PURSUE PERSONAL SPORTING EXCELLENCE	25%	23%	27%	30%	25%	34%
ADDRESS THE ISSUE OF OBESITY	25%	22%	29%	27%	23%	30%

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

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

Base: 2021 (n=2000)

MEETING EXPECTATIONS FOR CHILDREN



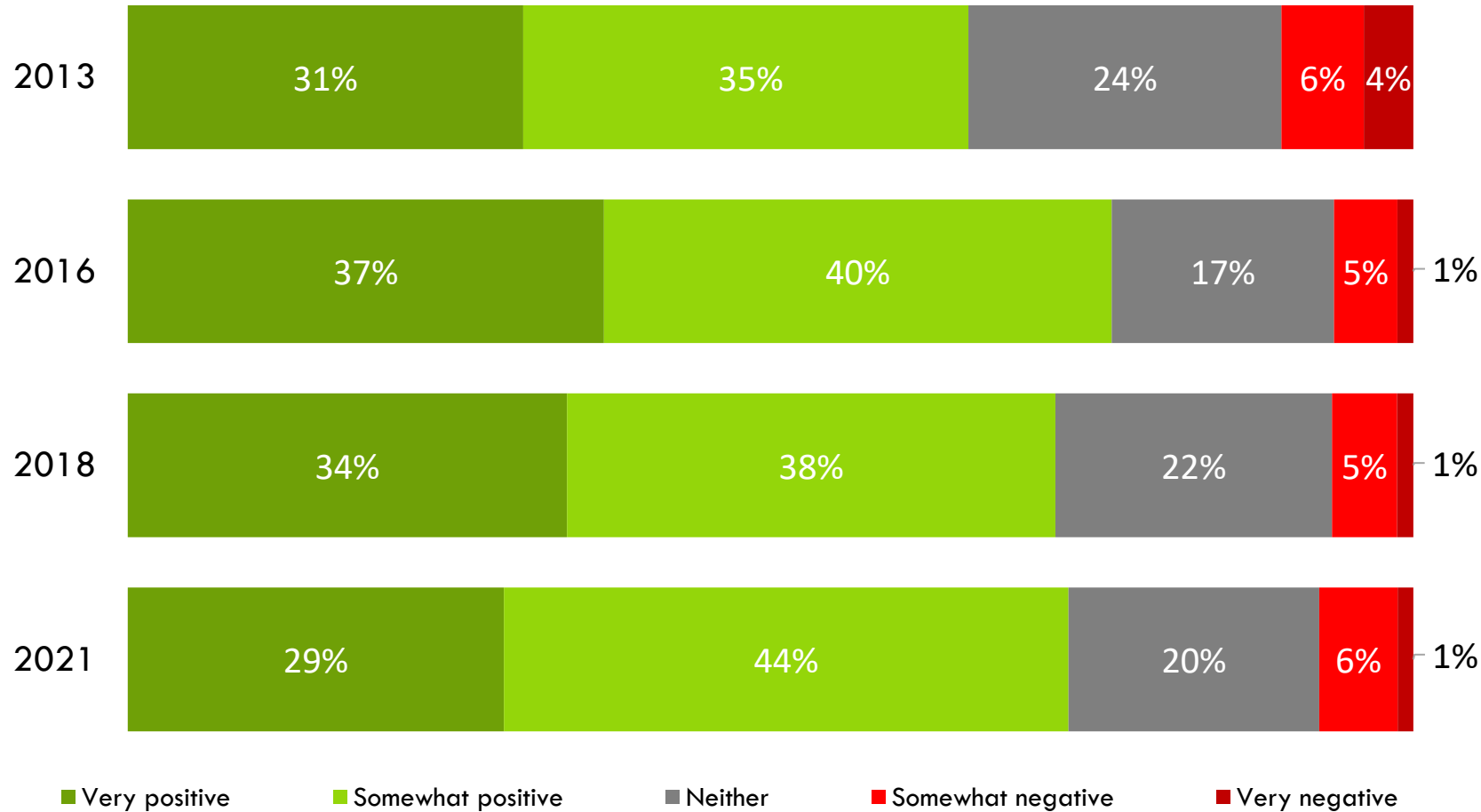
42% OF THOSE WITH CHILDREN WHO PARTICIPATE IN SPORT SAY THAT COMMUNITY SPORT IS EXCEEDING OR MEETING EXPECTATIONS.

Q: Even if the pandemic interfered in their experience of community-level sport over the last year, 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?

*Pandemic reference added for 2021

Base: Those who have children who participate in sports. 2021 (n=497); 2018 (n=617), 2016 (n=593); 2013 (n=446)

PERSONAL EXPERIENCE WITH SPORT

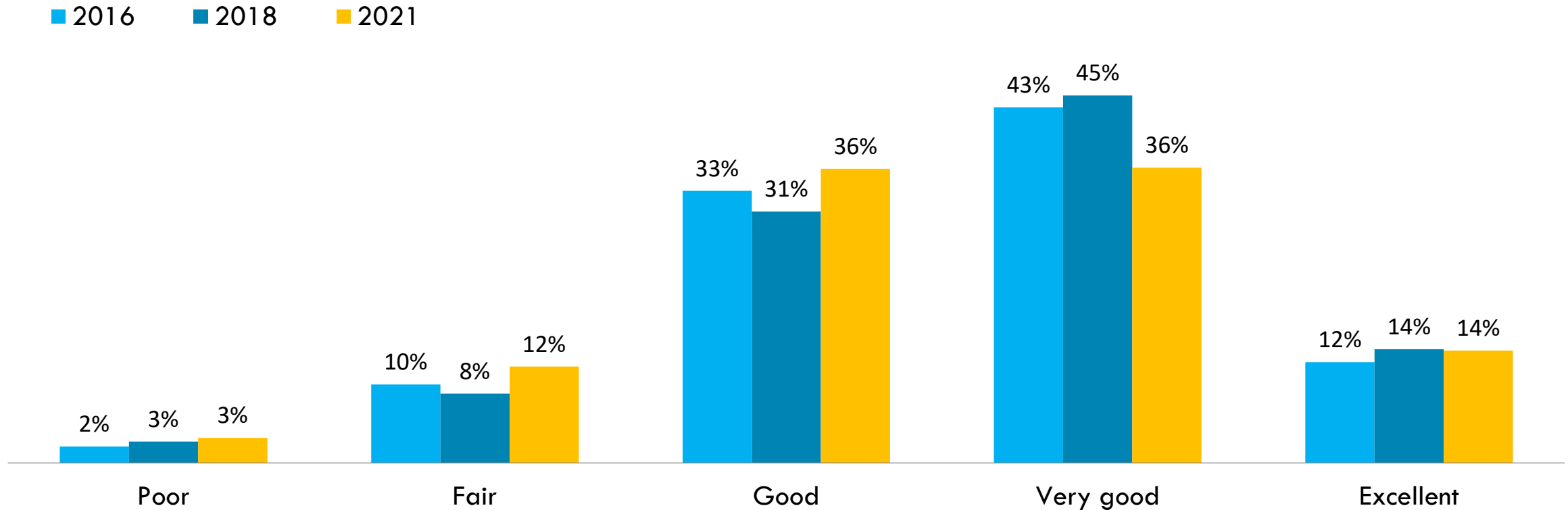


73% OF ADULTS WHO PARTICIPATED IN COMMUNITY SPORT (22% DID NOT) ARE POSITIVE ABOUT THE SPORT EXPERIENCE THAT THEY HAD WHILE GROWING UP.

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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

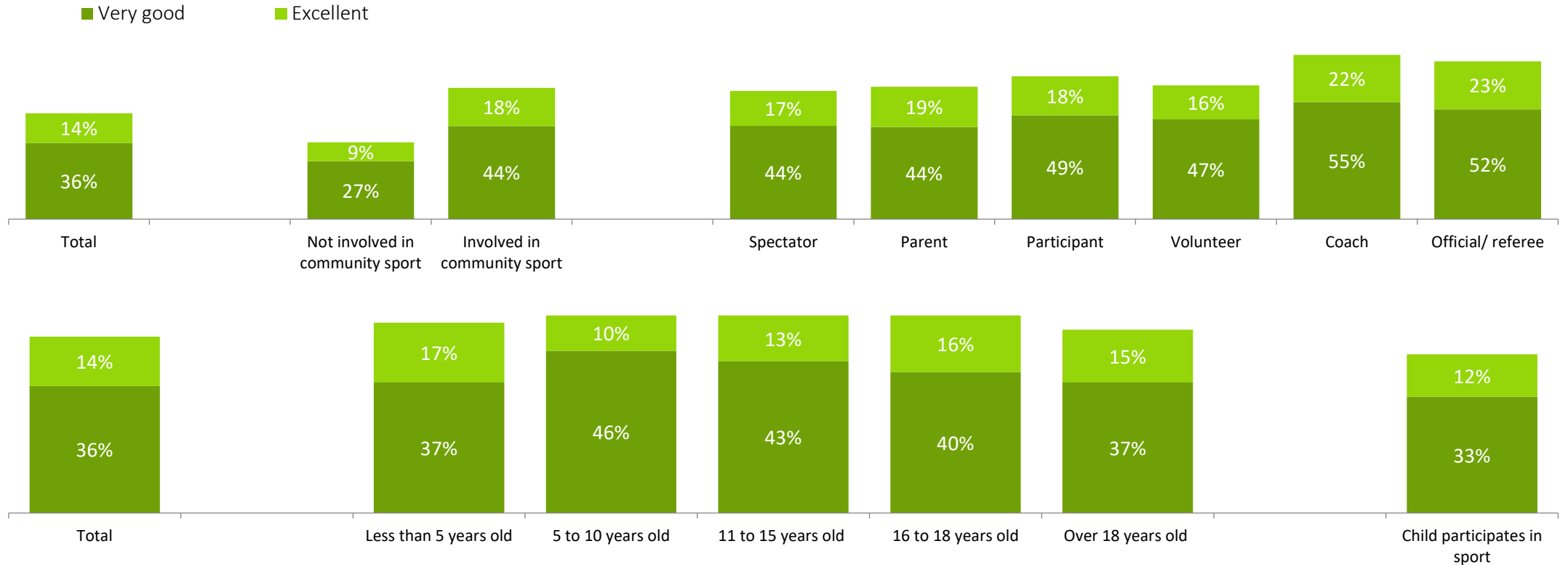
COMMUNITY SPORT PERFORMANCE



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? Although the pandemic interfered in the experience of community-level sport, we would like to know how the community generally performs.

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)

SATISFACTION WITH COMMUNITY SPORT BY DEMOGRAPHICS



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? Although the pandemic interfered in the experience of community-level sport, we would like to know how the community generally performs.

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)



TRUE SPORT PRINCIPLES

ABACUS DATA



KEY FINDINGS: TRUE SPORT

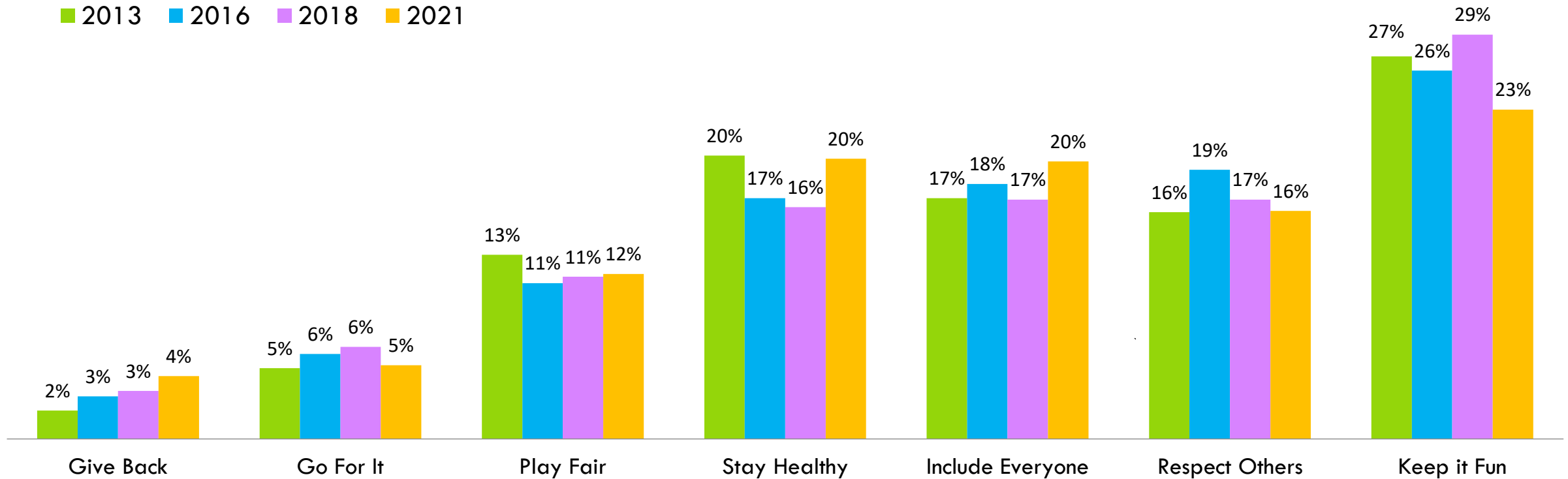
1. As in previous years, the top ranked principle is Keep it fun (23% rank it first). Stay healthy is now tied for second with Include everyone. The ordering is slightly different when we compare the ranked importance as Respect others is the top ranked importance, followed by Keep it fun, and Include everyone.
2. While importance declined for most of the principles, performance in achieving the principles held steady or improved on the 2018 results (notably *Include everyone* and *Stay healthy* improved).
3. 14% of Canadians are at least somewhat aware of the True Sport Movement, which is unchanged. Those involved in community-level sport are more aware (21%) than those who are not involved. **The awareness of True Sport among those involved is at its highest level since tracking began.**

TRUE SPORT PRINCIPLES

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.

1	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.
2	PLAY FAIR:	Play honestly and obey the rules, in letter and spirit. Winning is only meaningful when competition is fair.
3	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.
4	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.
5	STAY HEALTHY:	Place physical and mental health above all other considerations and avoid unsafe activities. Respect your body and keep in shape.
6	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.
7	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



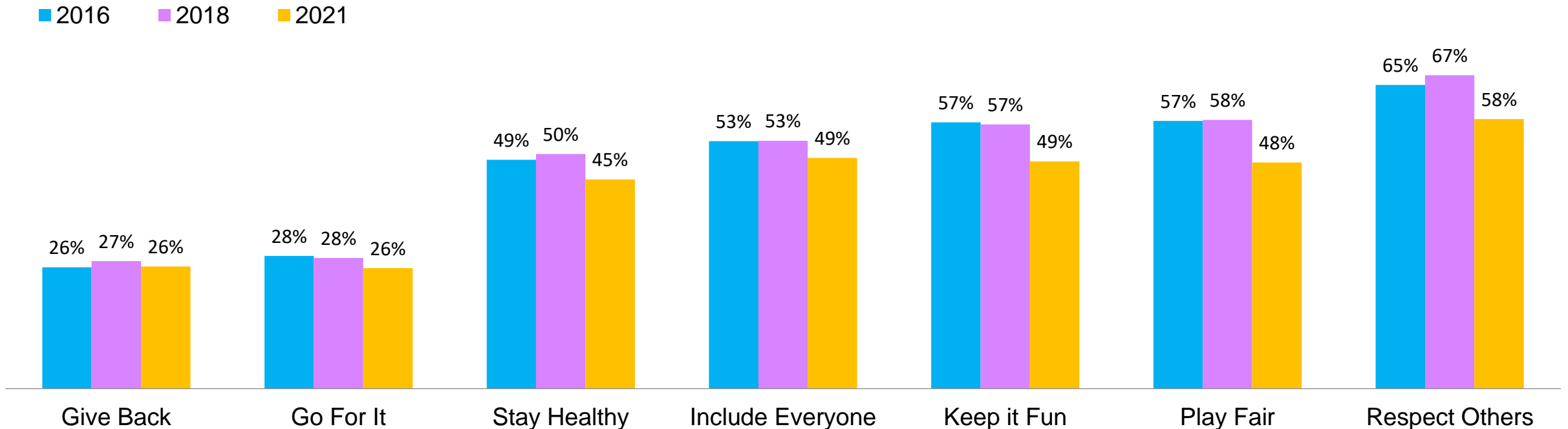
Q: The following are seven principles of community sport. Please rank them in the order of importance for you.

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

IMPORTANCE OF PRINCIPLES

% VERY IMPORTANT

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 5th 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.

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

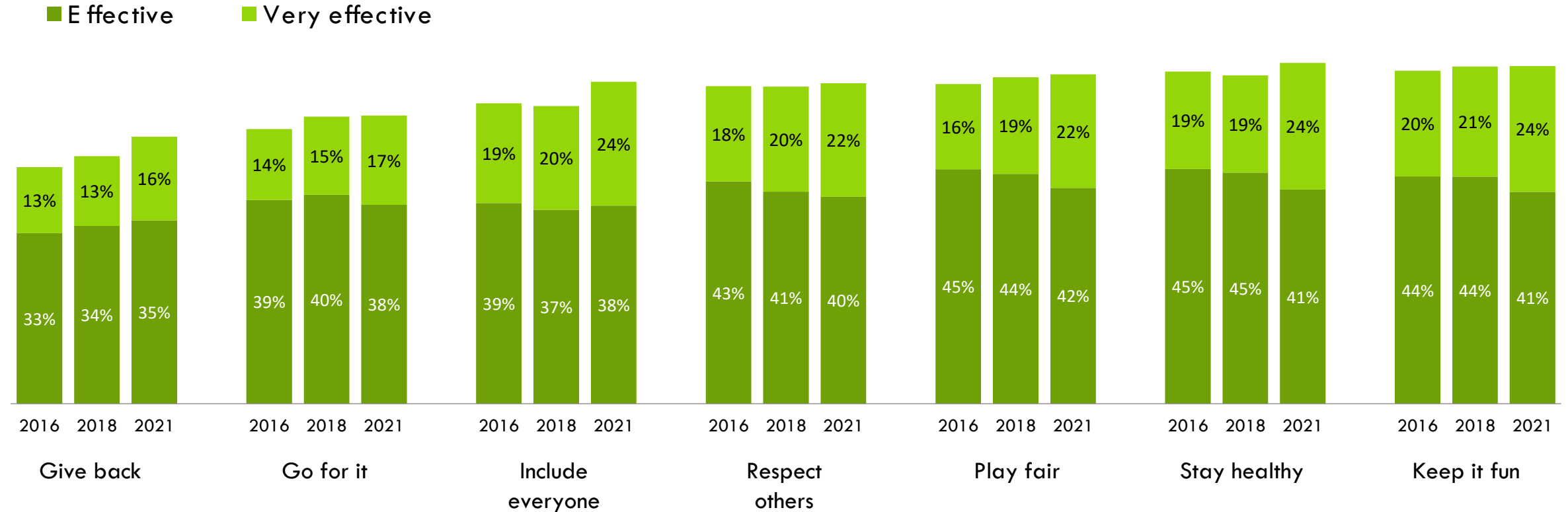
TRUE SPORT PRINCIPLES

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?”).

1	GO FOR IT:	Encouraging everyone to strive for excellence and to discover how good they can be?
2	PLAY FAIR:	Achieving fairness in its policies and actions as well as on the field of play?
3	RESPECT OTHERS:	Respecting all who come to play – athletes, competitors, officials, coaches, parents, other clubs, etc. – and in respecting others in its governance activities?
4	KEEP IT FUN:	Keeping the sport fun for all participants, especially the athletes?
5	STAY HEALTHY:	Motivating participants to stay healthy and to be safe?
6	INCLUDE EVERYONE:	Ensuring that everyone has a place to play?
7	GIVE BACK:	Giving back to the community and other stakeholders?

EFFECTIVENESS OF COMMUNITY SPORT

% VERY EFFECTIVE / EFFECTIVE

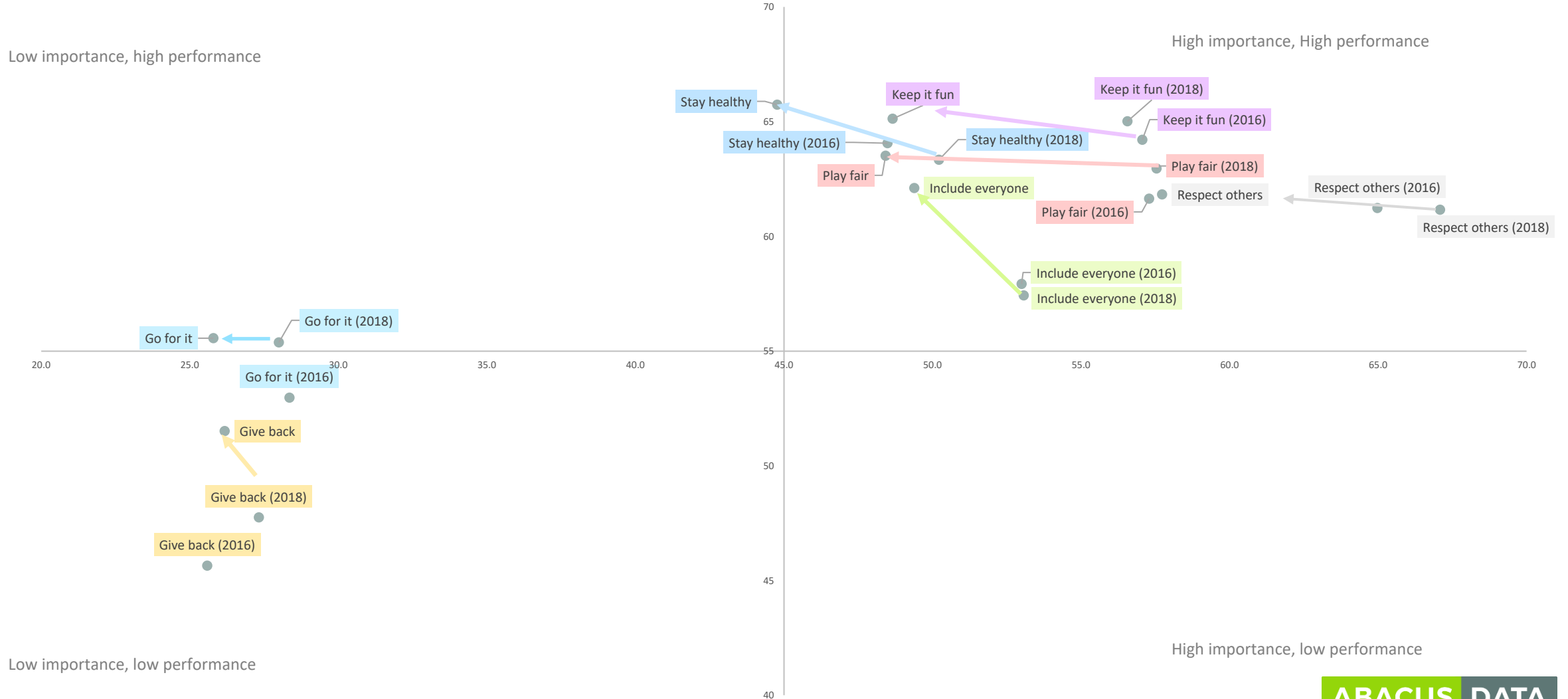


Q: Thinking of the community sport organizations in your community, please rate the effectiveness of community sport in achieving each of the following. If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal. *Again, please think of the experience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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

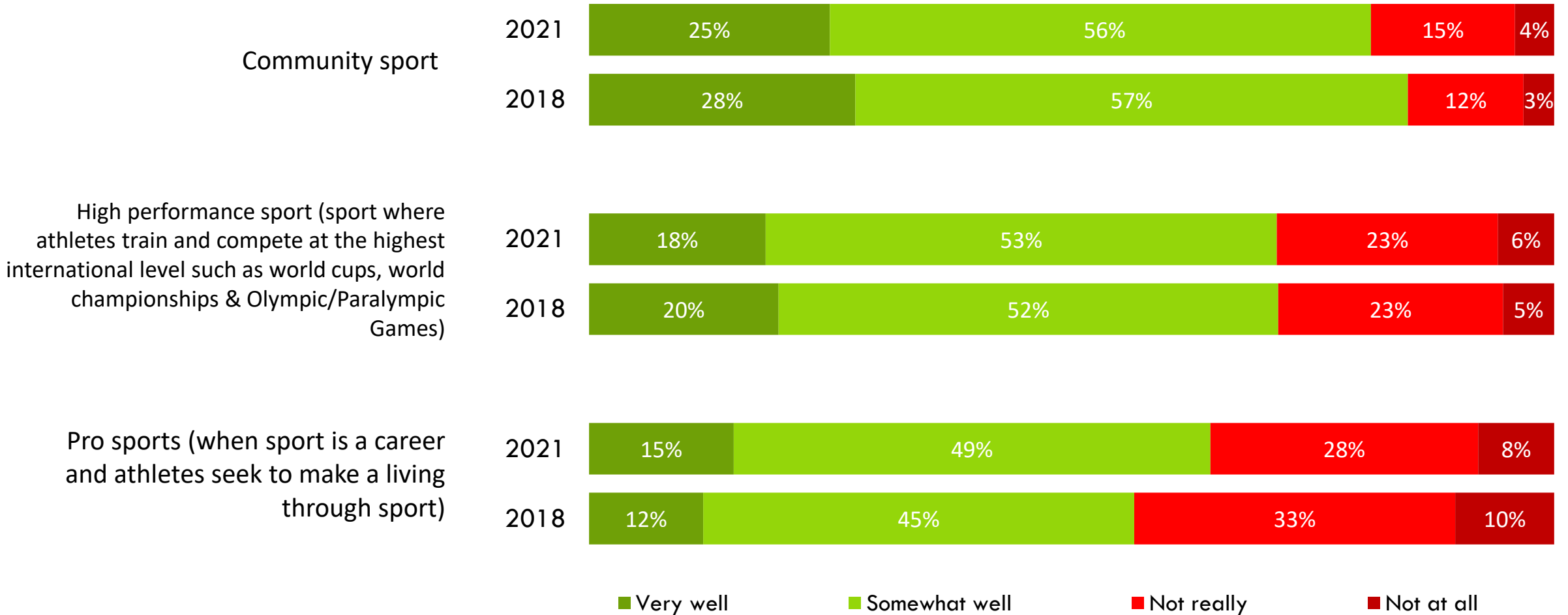
IMPORTANCE-PERFORMANCE GRIDS

An arrow going up means performance/effectiveness improved since 2018 (e.g. Give back, include everyone) while an arrow to the left means that it was less important in 2021 than in 2018 (e.g. Play fair, Stay healthy).



Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

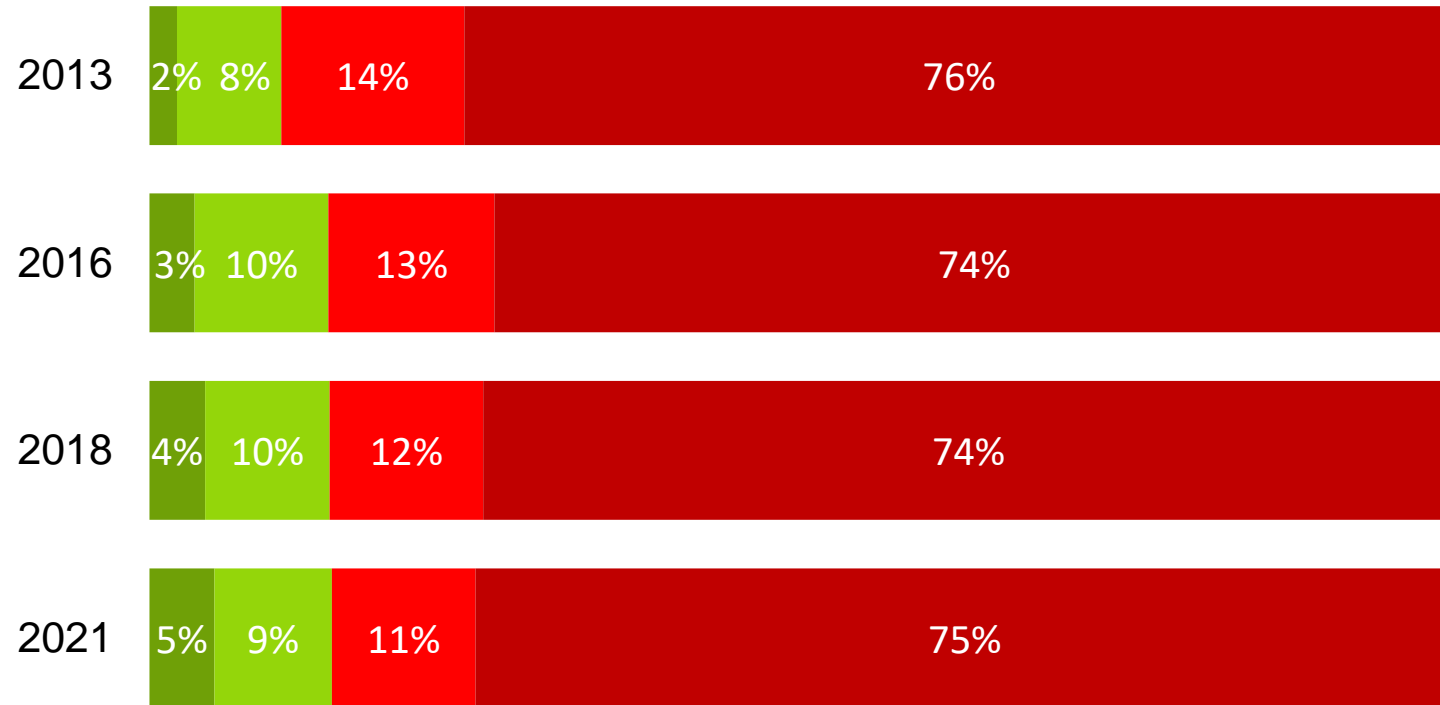
TRUE SPORT PRINCIPLES AND TYPES OF SPORT



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

Base: 2021 (n=2000); 2018 (n=2001)

AWARENESS OF TRUE SPORT MOVEMENT



■ Very aware ■ Somewhat aware ■ Have heard about it but know little ■ Not at all aware



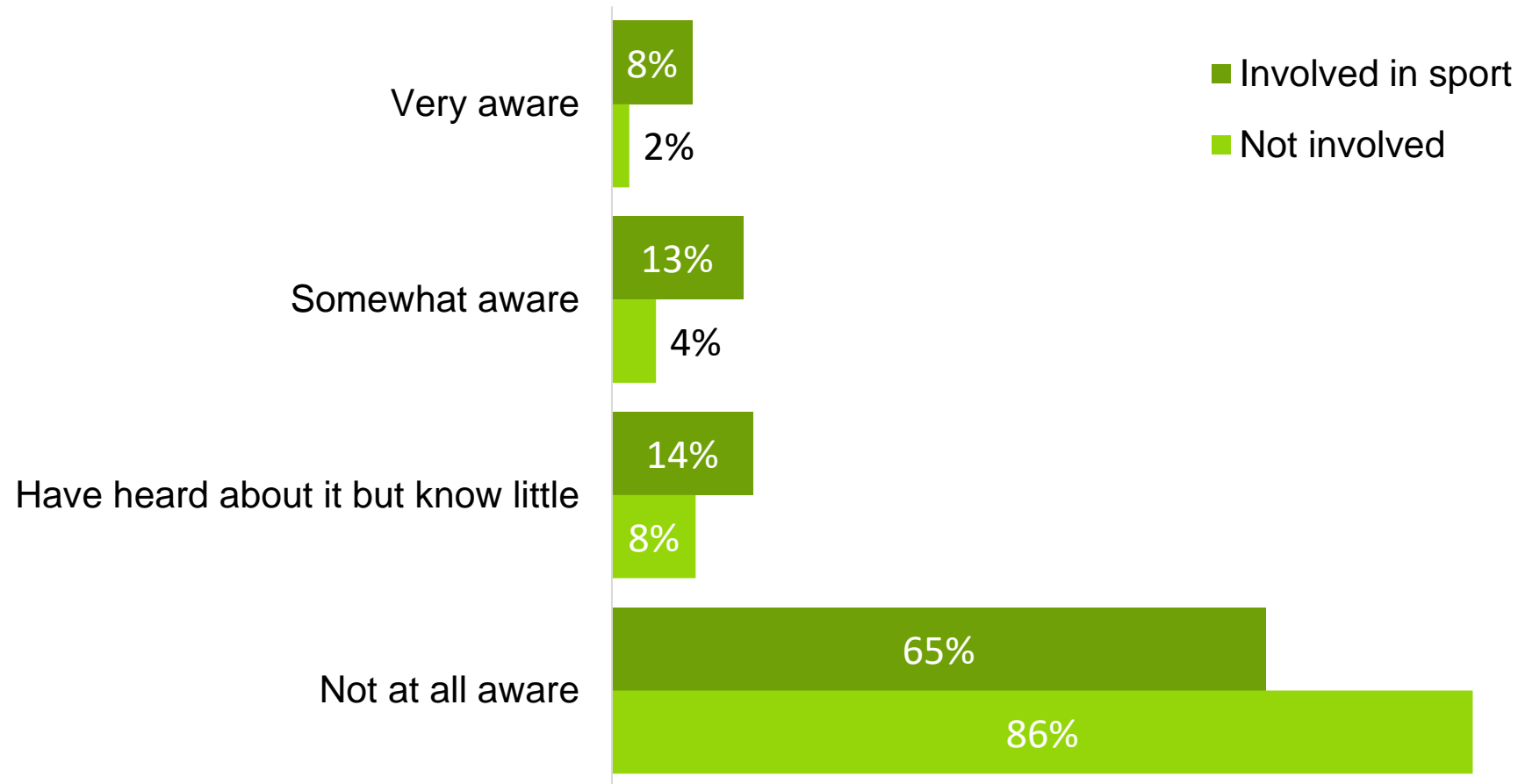
14% ARE AT LEAST SOMEWHAT AWARE OF THE TRUE SPORT MOVEMENT.

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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

AWARENESS OF TRUE SPORT MOVEMENT

BY INVOLVEMENT IN SPORT



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

Base: 2021 (n=2000)

THREATS AND CONCERNS

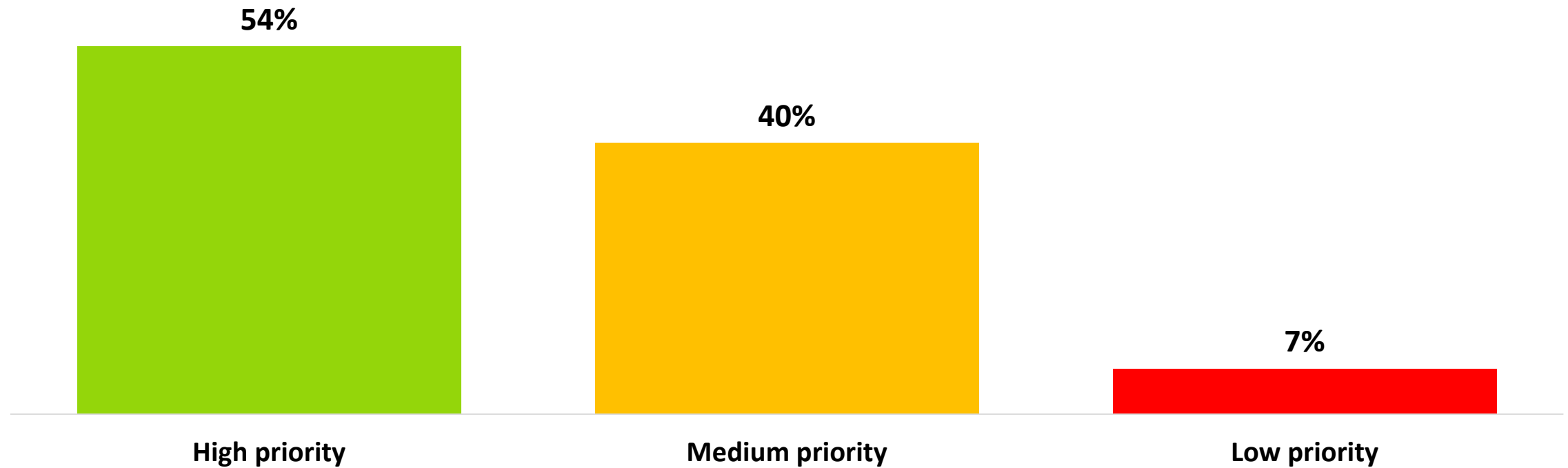
ABACUS DATA



KEY FINDINGS: THREATS AND CONCERNS

1. Issues of safety, bullying and abuse are the top unprompted concerns that Canadians have about community-level sport. This is followed by issues of cost and issues of accessibility. Just over one in five, however, have no concerns.
2. 54% of Canadians say that having an enforceable Code of Conduct is very important and 94% think it is at least somewhat important.
3. When prompted with threats to sport, the top threats are poor parental behaviour, followed by abuse and concussions. Concern has declined somewhat for most of the threats since 2018.
4. Forty-nine per cent of Canadians with children at home now say that there are factors that affect their decision to register their child in community sport. On the negative side, safety, including bullying, violence and concussions, is the number one thing that impacts registration (35%). This is followed by cost (21%) and the too competitive nature of sport (17%). There are, of course, positive factors with social, health and team-building benefits most cited.
5. 12% of parents have already discouraged a child from playing a sport and 21% might in the future. Among those with young children (e.g. under 5), 49% have or might in the future discourage participation. Hockey and football are the sports most likely to be discouraged.

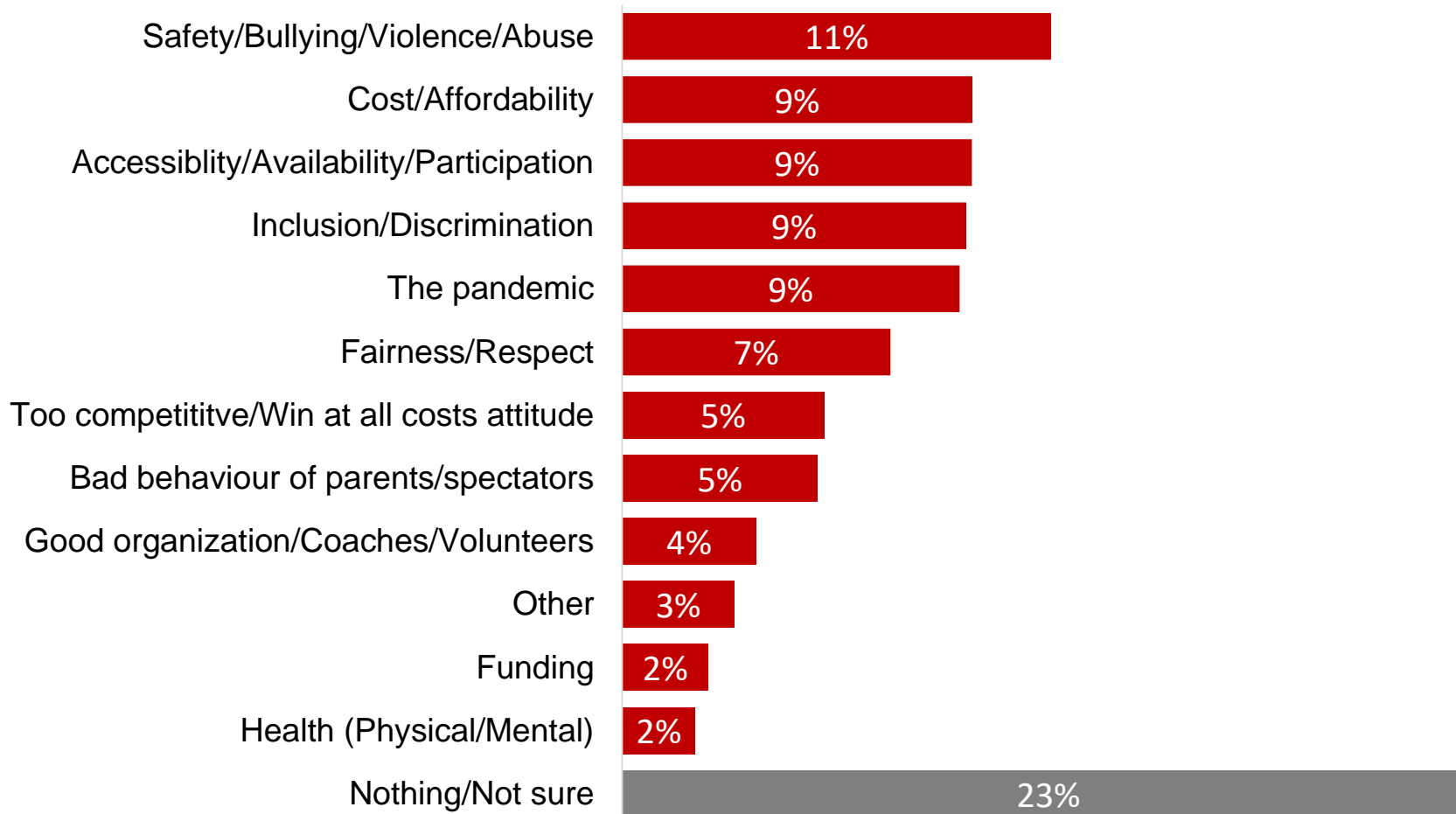
UNIVERSAL CODE OF CONDUCT



Q. Canada's sport community has developed a Universal Code of Conduct to Prevent and Address Maltreatment in Sport, which includes both physical and psychological harm. Do you think having an enforceable Code of Conduct is a high priority, medium priority or a low priority for sport in Canada?

Base: 2021 (n=2000)

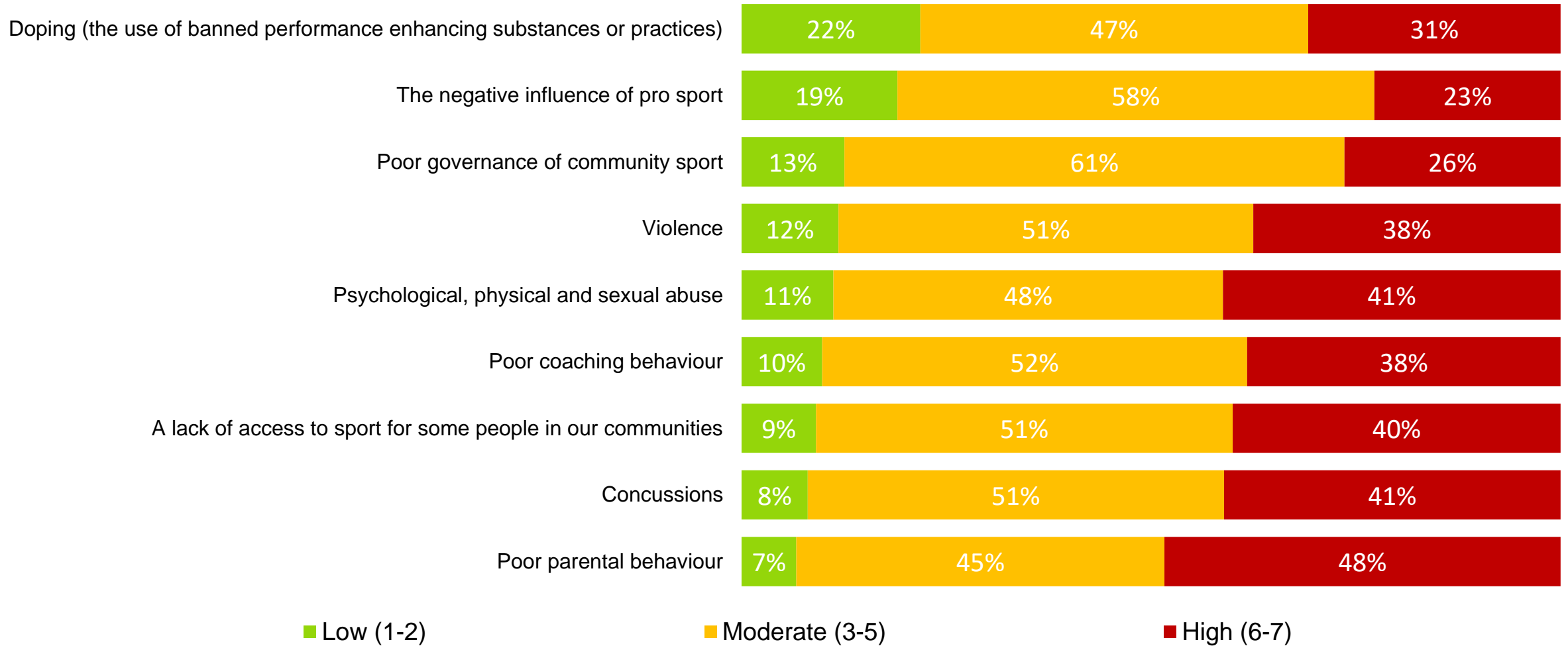
UNPROMPTED CONCERNS



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

Base: 2021 (n=2000)

CONCERN ABOUT THE FOLLOWING IN COMMUNITY SPORT



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

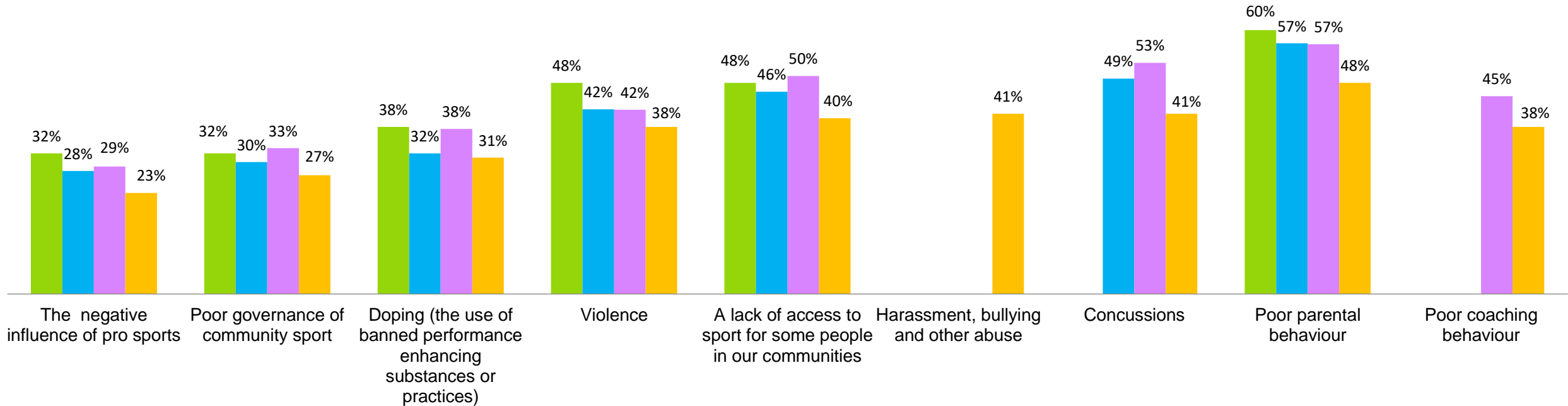
Base: 2021 (n=2000)

CONCERN COMPARISON

% VERY CONCERNED (6,7)

Concern with concussions, doping, and a lack of access are all modestly higher compared with 2015 but the overall trend is one of stability.

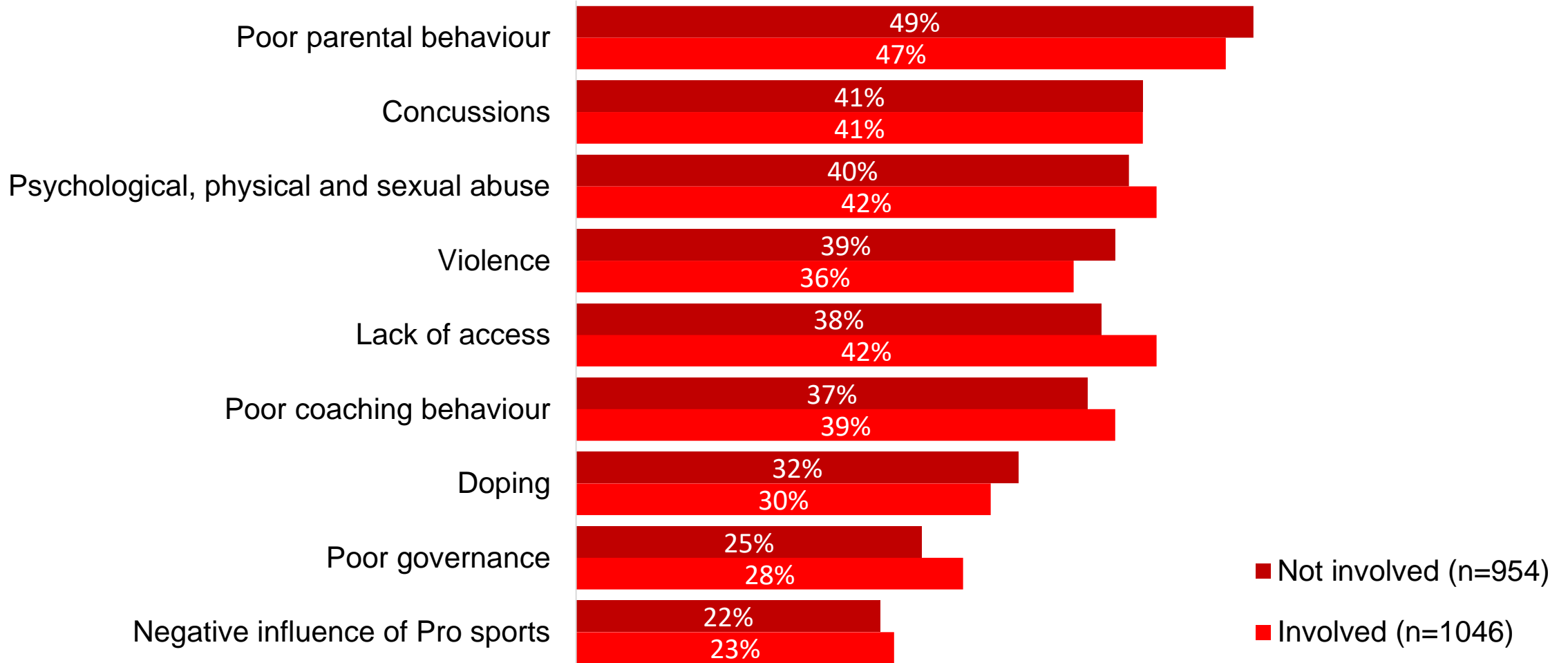
■ 2013 ■ 2016 ■ 2018 ■ 2021



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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

COMPARING CONCERN BY INVOLVEMENT

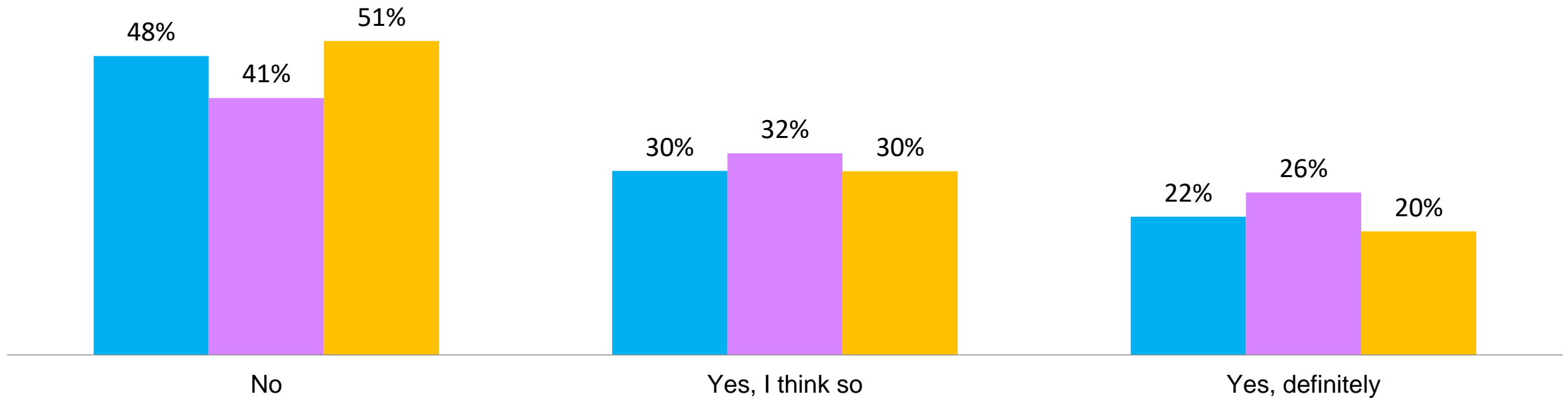


Q: When it comes to community level sport how concerned are you about each of the following?

Base: 2021 (n=2000)

FACTORS AFFECTING CHILD SPORT REGISTRATION

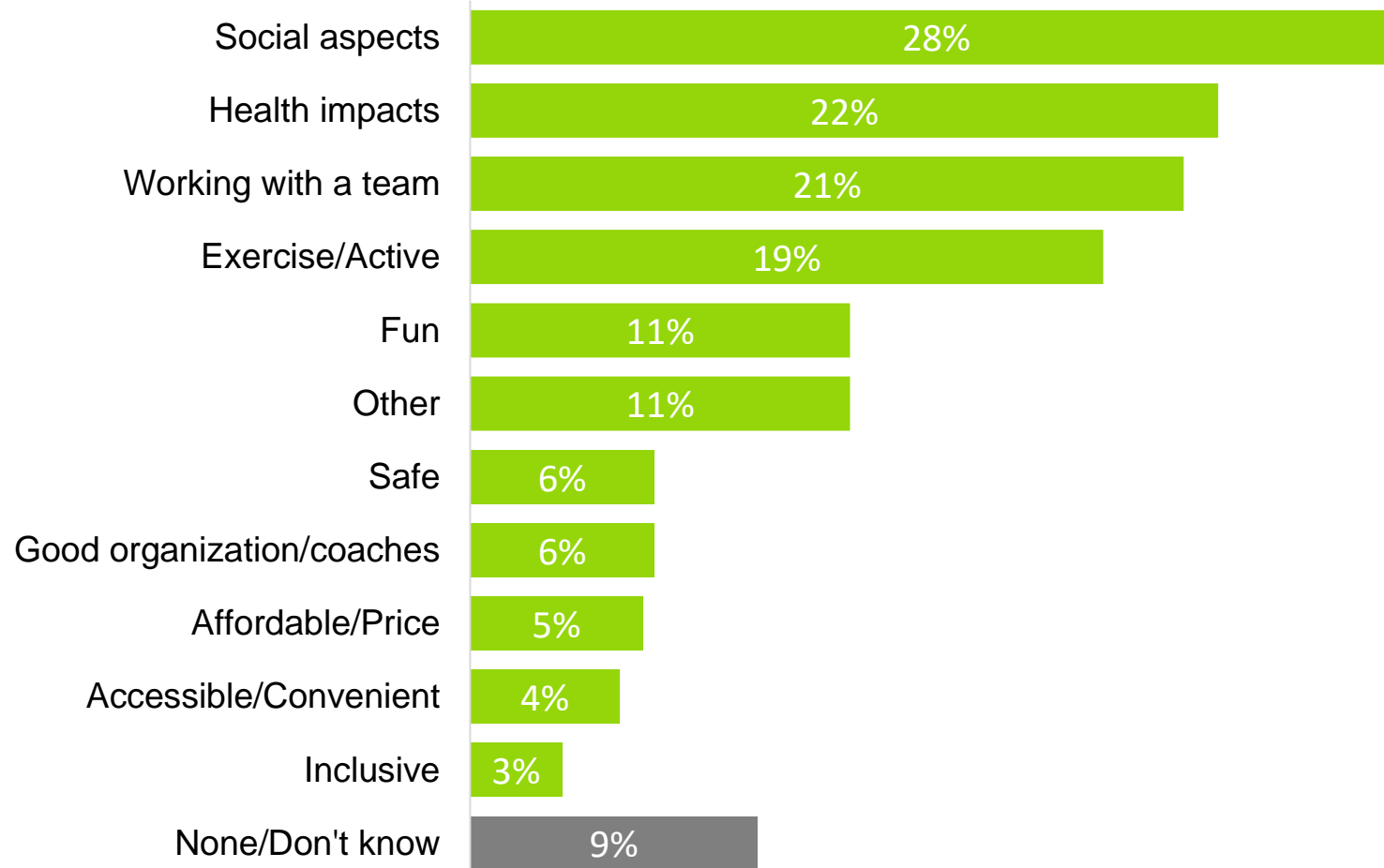
■ 2016 ■ 2018 ■ 2021



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

Base: Parents with Children at Home 2021 (n=654);2018 (n=730); 2016 (n=708)

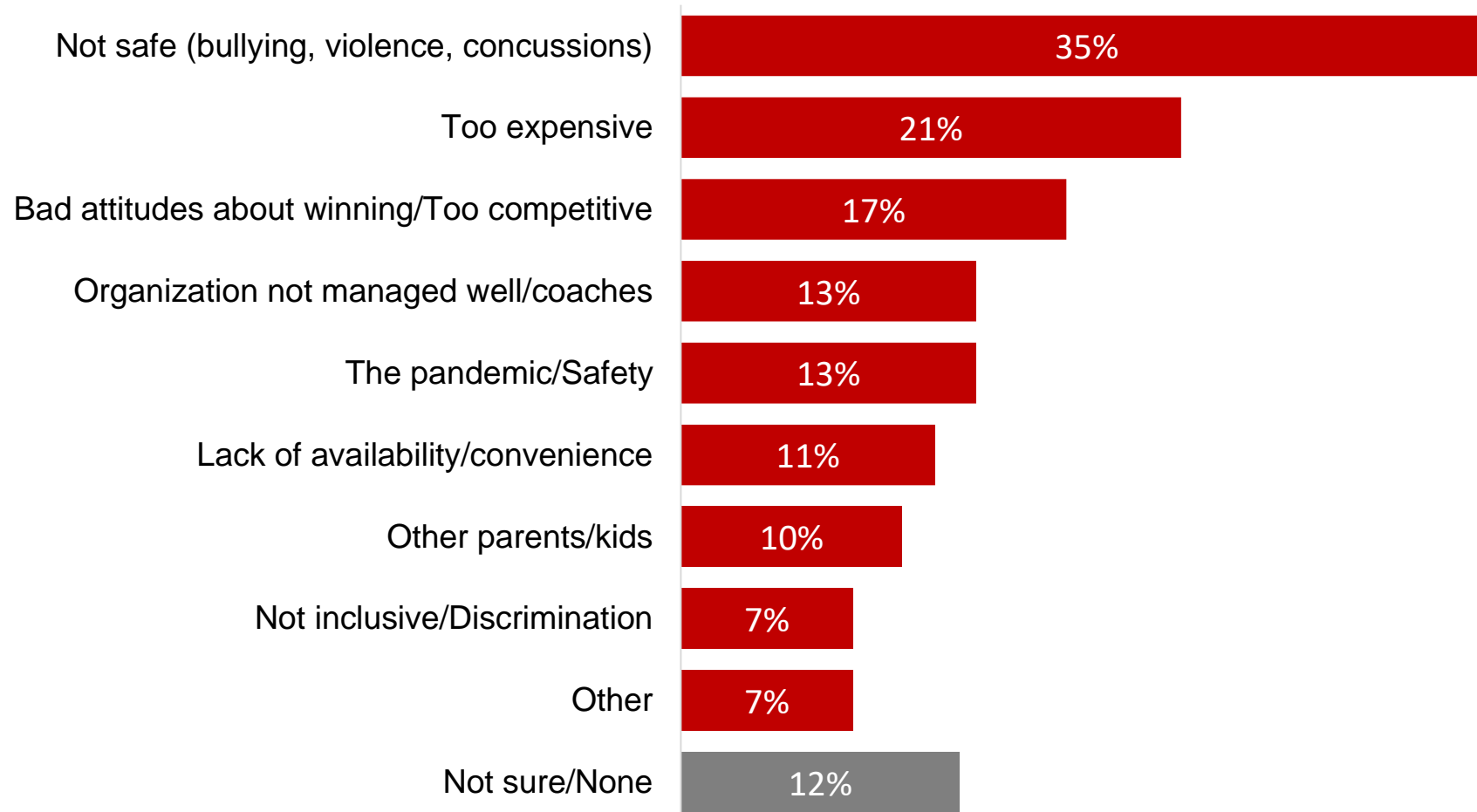
POSITIVE FACTORS



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

Base: 2021

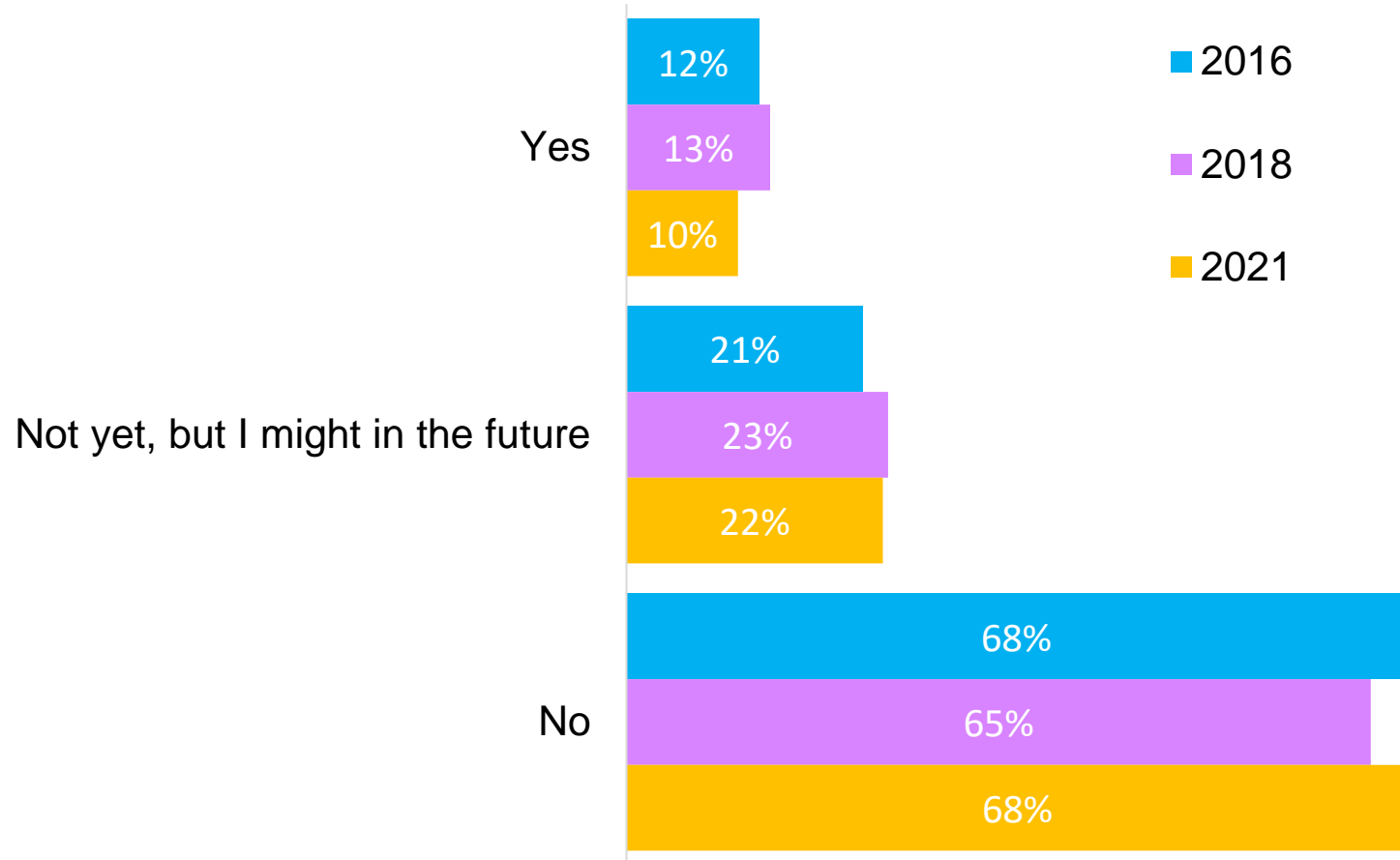
NEGATIVE FACTORS



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

Base: 2021

DISCOURAGING CHILDREN FROM SPORT



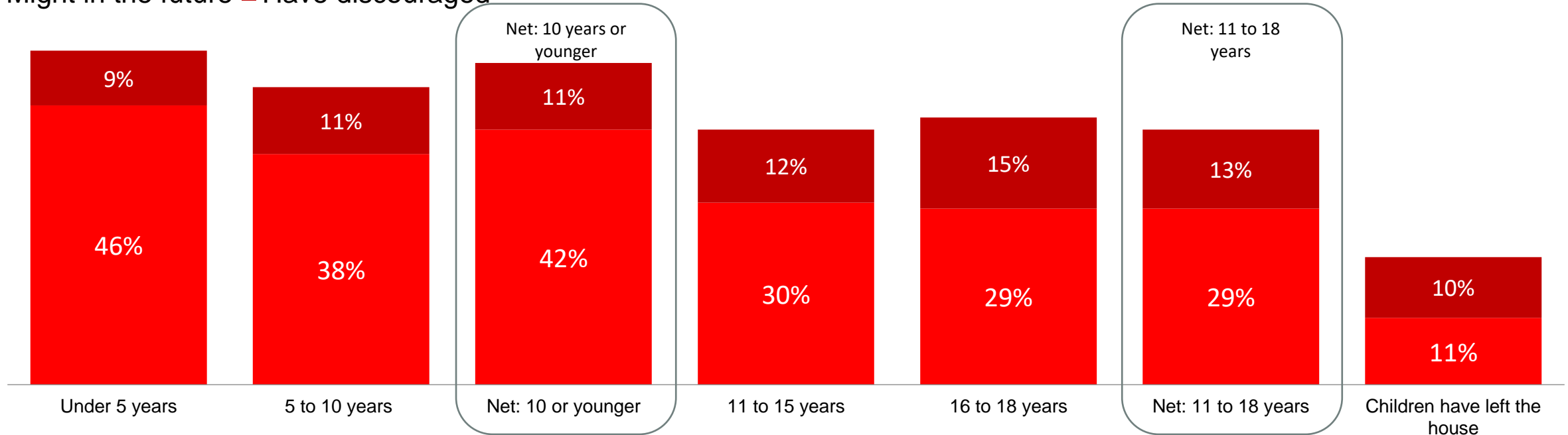
Asked of people who have children, including those who have moved out. It is interesting that 12% have already discouraged a child and 21% might in the future.

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?

Base: Have children, 2021 (n=1116); 2018 (n=1145); 2016 (n=1130)

DISCOURAGING CHILDREN FROM SPORT

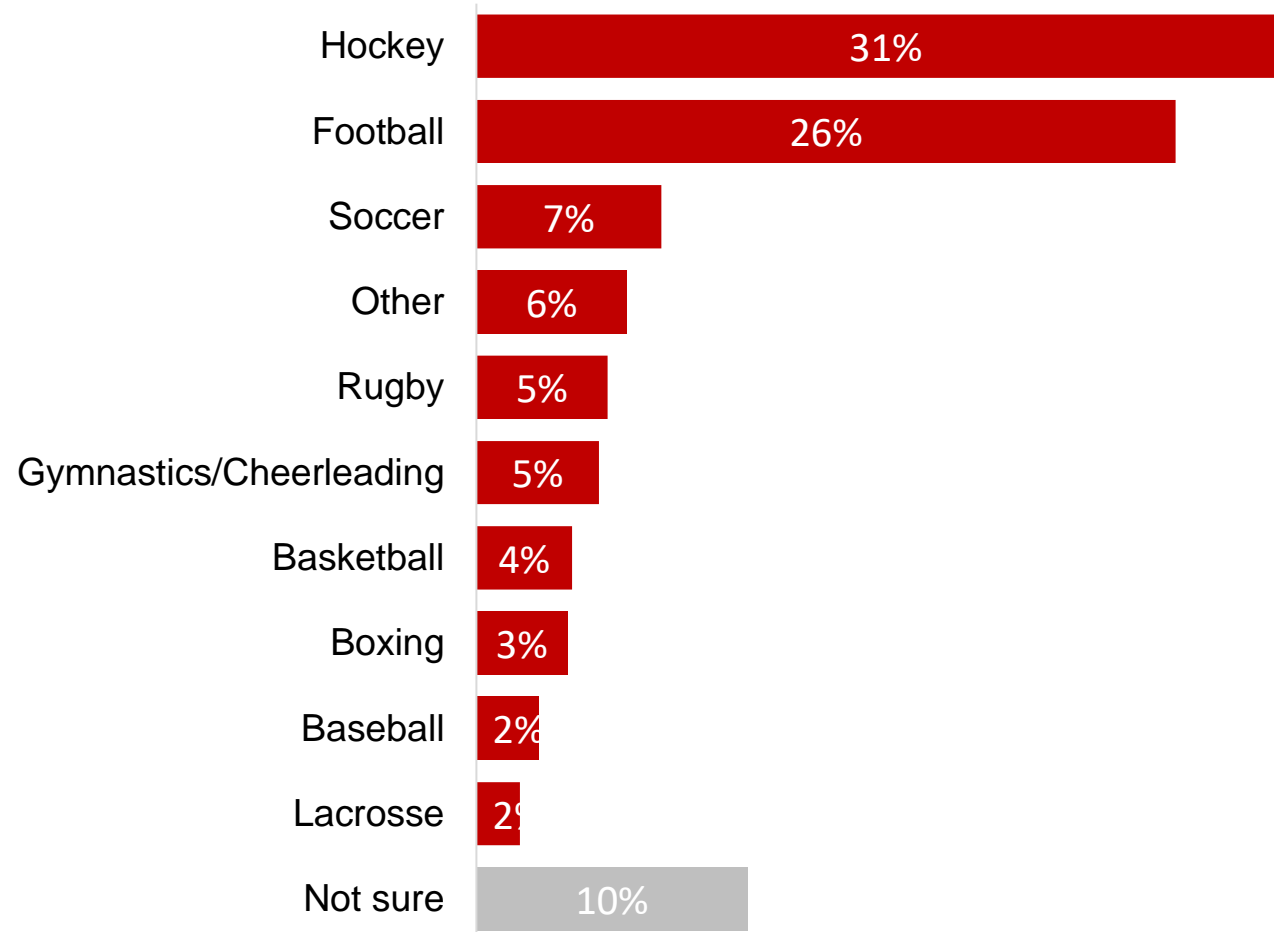
■ Might in the future ■ Have discouraged



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?

Base: Have children, 2021 (n=1116); 2018 (n=1145); 2016 (n=1130)

SPORTS DISCOURAGED



Q: What sports have you discouraged your children from participating in?

Base: Those who discouraged a child from a sport 2021 2021 (n=82)

OLYMPIC/PARALYMPIC GAMES

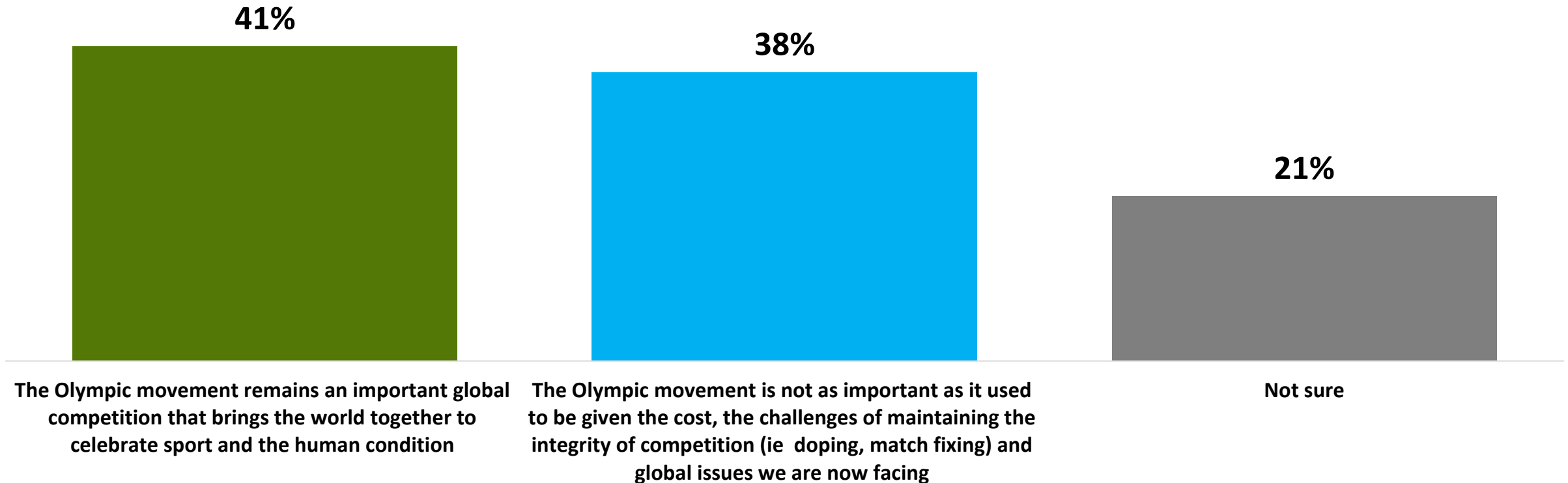
ABACUS DATA



KEY FINDINGS: OLYMPIC/PARALYMPICS

1. As we enter the months leading up to the next summer Olympic and Paralympic Games, Canadians are quite divided about the Olympic movement. Almost as many think the movement is not as important as it used to be due to the costs, doping and other global issues (38%), as think it remains an important global competition that celebrates sport and the human condition (41%).
2. Compared with 2018 when the Russian state-sponsored doping came to light, Canadians are less sure who is to blame for doping. Individual athletes (37%) are still considered the main problem, but 29% consider state-sponsored doping to be the main problem.
3. The number one ranked concern about the Games is that an athlete or coach will contract COVID-19 (33%). This is followed by the chance someone is a victim of violence or terrorist attack (22% rank it first). In 2018, terrorism was the largest concern. It is not surprising that the pandemic is first and foremost in people's minds. For comparison's sake, in 2016 the chance someone got the Zika virus was 17%.
4. Canadians endorse a strong value-based effort to pursue cheaters according to the overall distribution of opinion on these questions. For example, 61% strongly disagree (75% net disagree) 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 (75% at least somewhat agree) and that catching cheaters needs to be a number one priority (76% net agree). In both these cases, however, the level of agreement is lower than it was in 2018.

VIEW OF THE OLYMPIC MOVEMENT

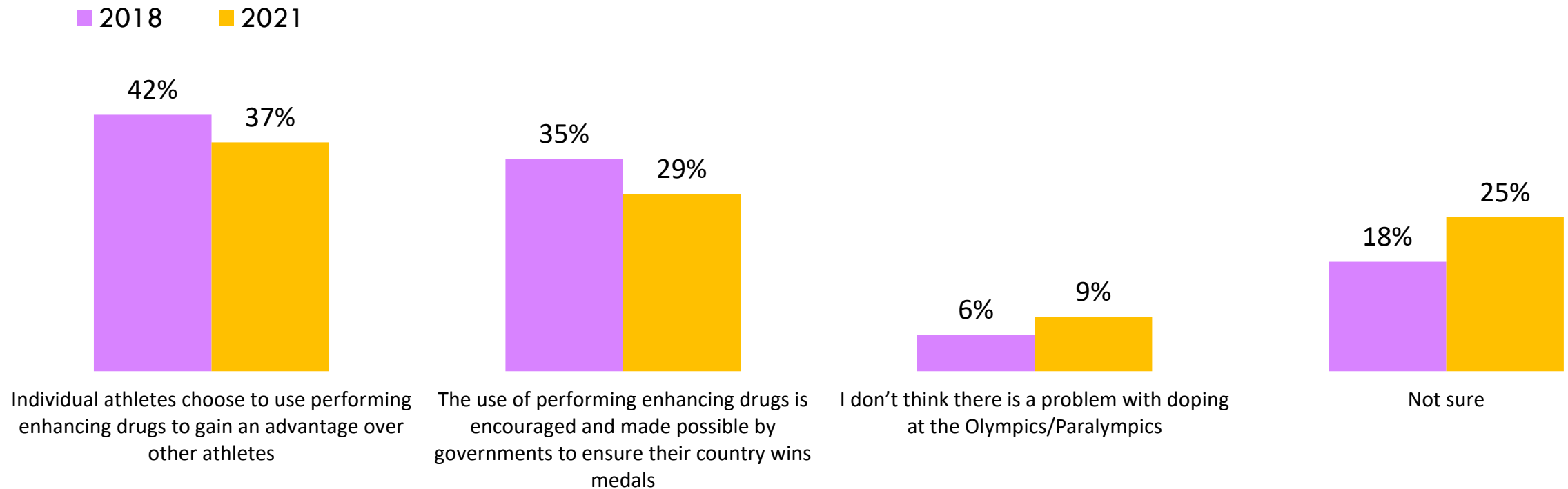


'Which of the following is closer to your view about the Olympic movement?'

Base: 2021 (n=2000)

OLYMPIC/PARALYMPIC DOPING PROBLEM

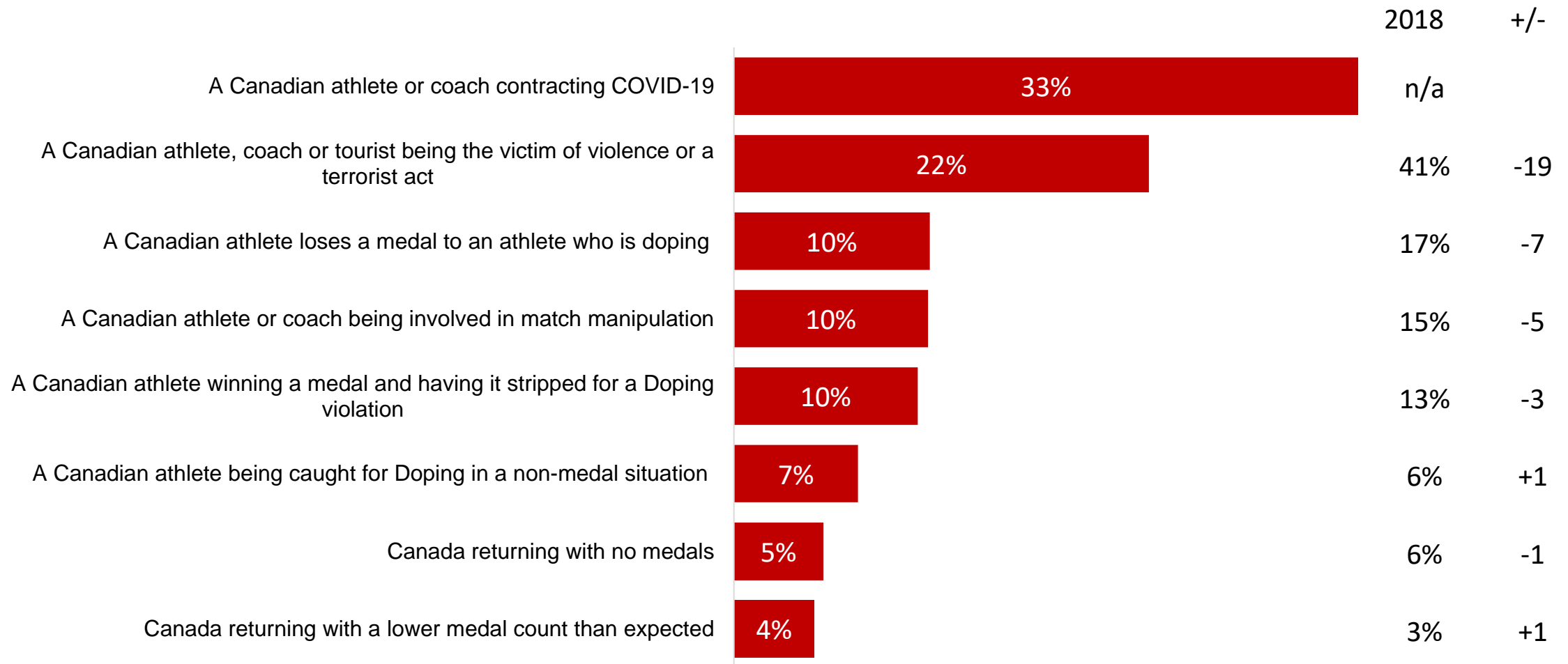
Almost no one thinks there is not a problem with doping at the Olympic/Paralympic games. The state sponsored doping in Russia may have contributed to the perception that governments are encouraging doping since those who are aware of the issues were much more likely to identify the problem as state sponsored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



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

Base: 2021 (n=2000); 2018 (n=2001)

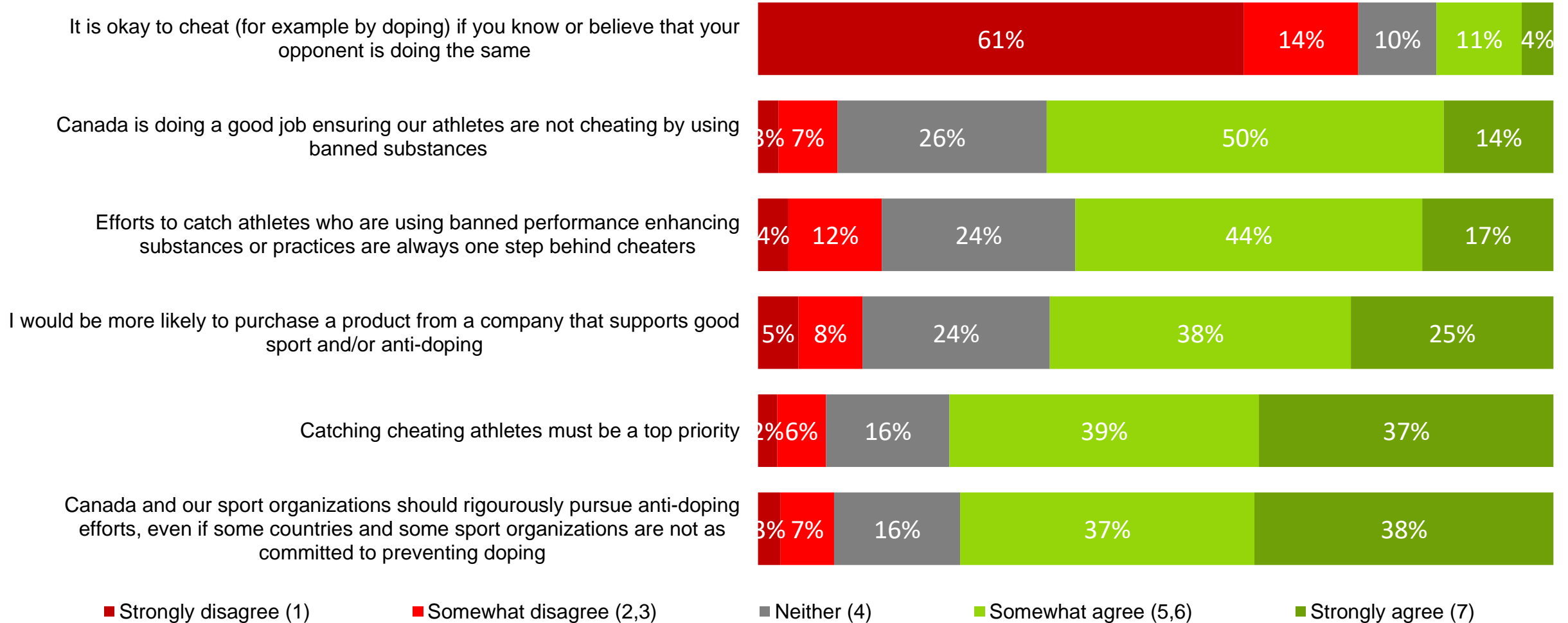
OLYMPICS CONCERNS: TOP RANK



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.

Base: 2021 (n=2000); 2018 (n=2001)

ATTITUDES ABOUT CHEATING AND DOPING



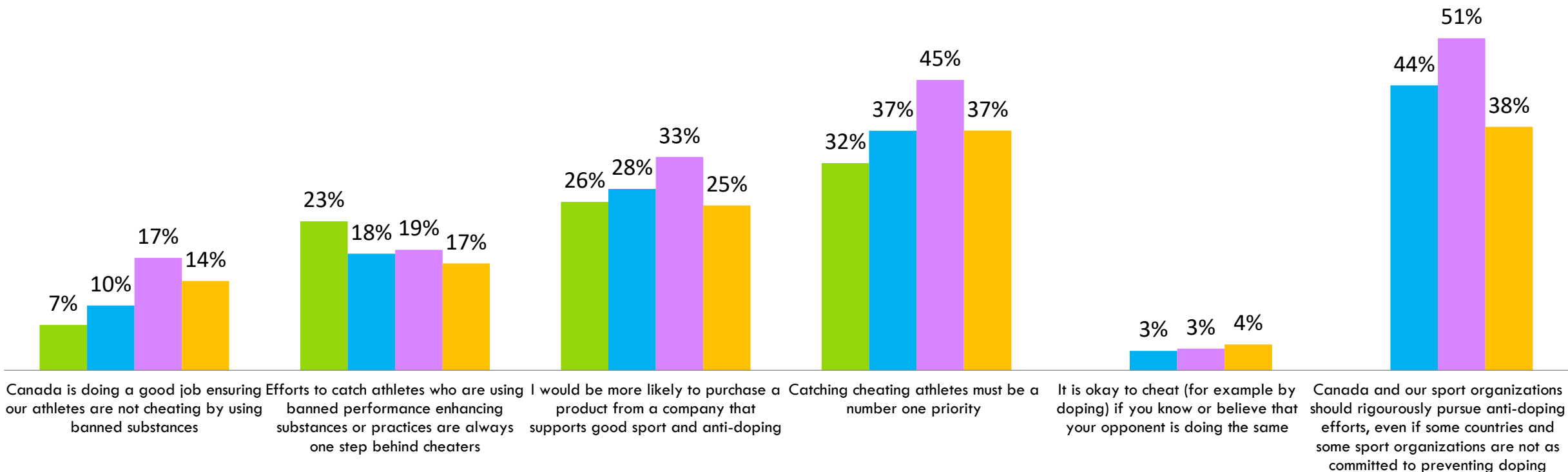
Q: To what extent do you agree or disagree with each of the following statements?

Base: 2021 (n=2000)

TRENDS IN ATTITUDES ABOUT CHEATING AND DOPING

& STRONGLY AGREE

■ 2013 ■ 2016 ■ 2018 ■ 2021



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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001); 2013, (n=2000)

FUNDING SPORT

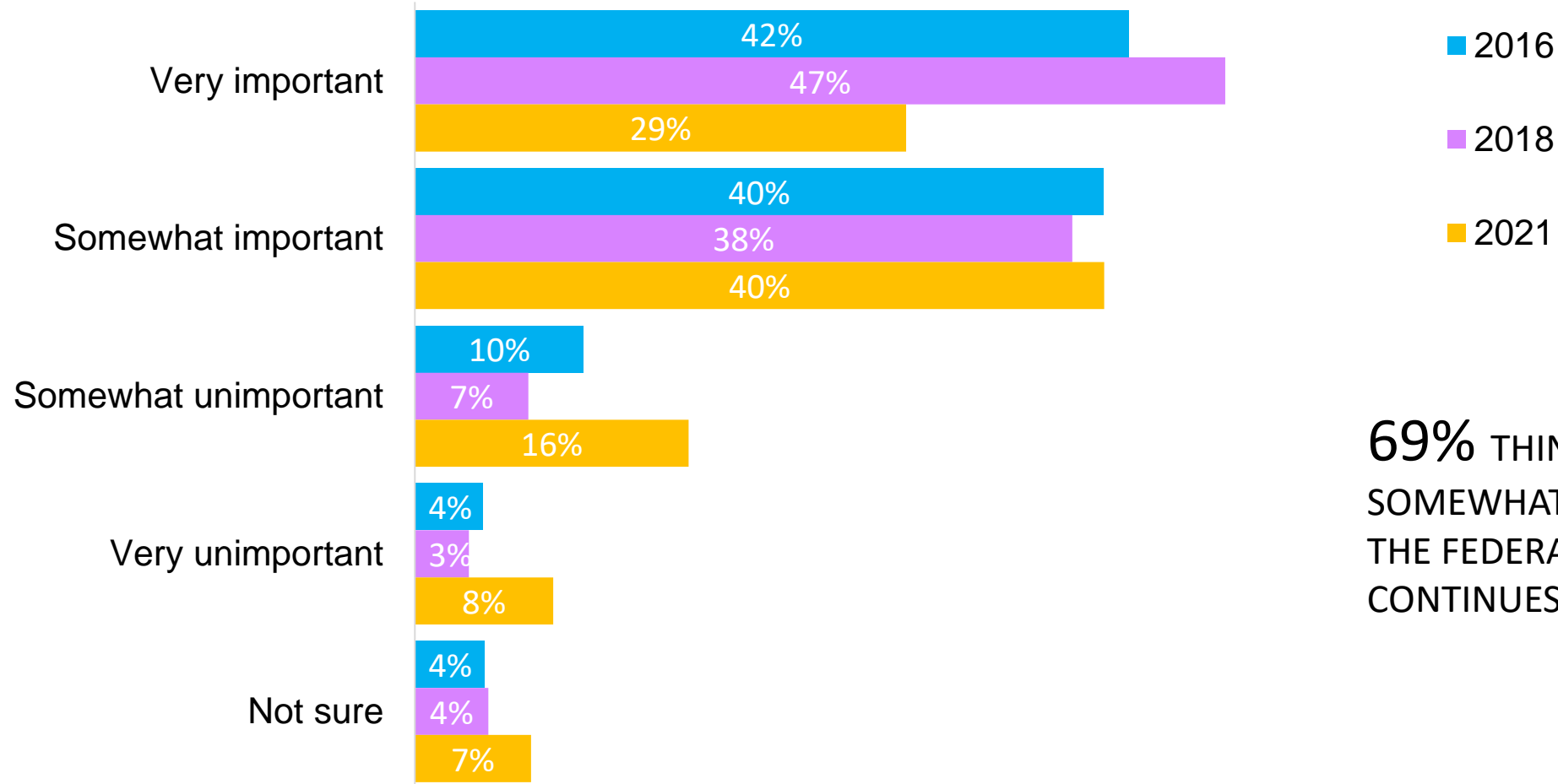
ABACUS DATA



KEY FINDINGS: FUNDING SPORT

1. The somewhat lower importance for funding overall is reflected in a lower level of importance for funding different specific aspects of sport in Canada.
2. The highest priorities for funding are mandatory physical activity in schools, (52% very important) followed by the development of values and integrity in sport (49% very important) and involvement in physical activity initiatives (46% very important).

IMPORTANCE OF FUNDING SPORT

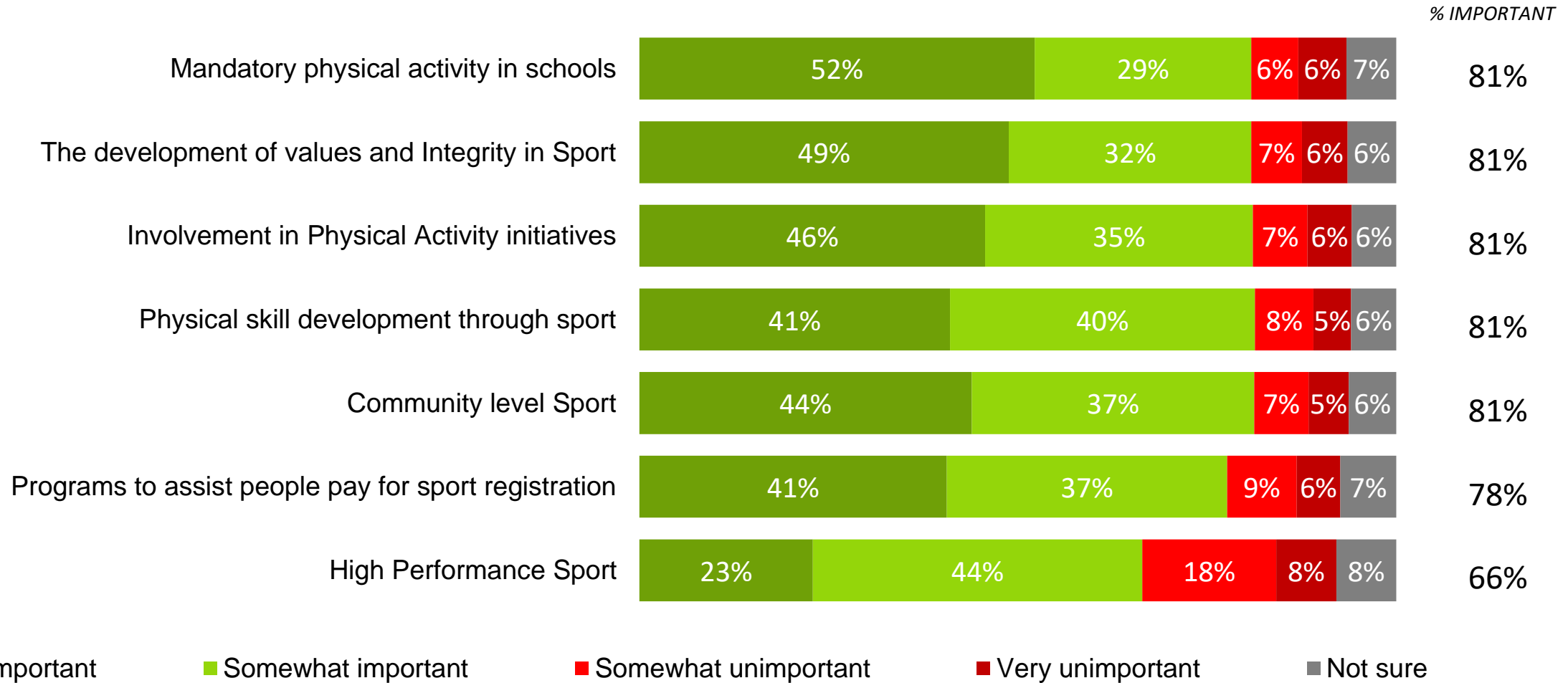


69% THINK IT IS AT LEAST SOMEWHAT IMPORTANT THAT THE FEDERAL GOVERNMENT CONTINUES TO FUND SPORT.

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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)

IMPORTANCE FOR FUNDING SPORT IN CANADA



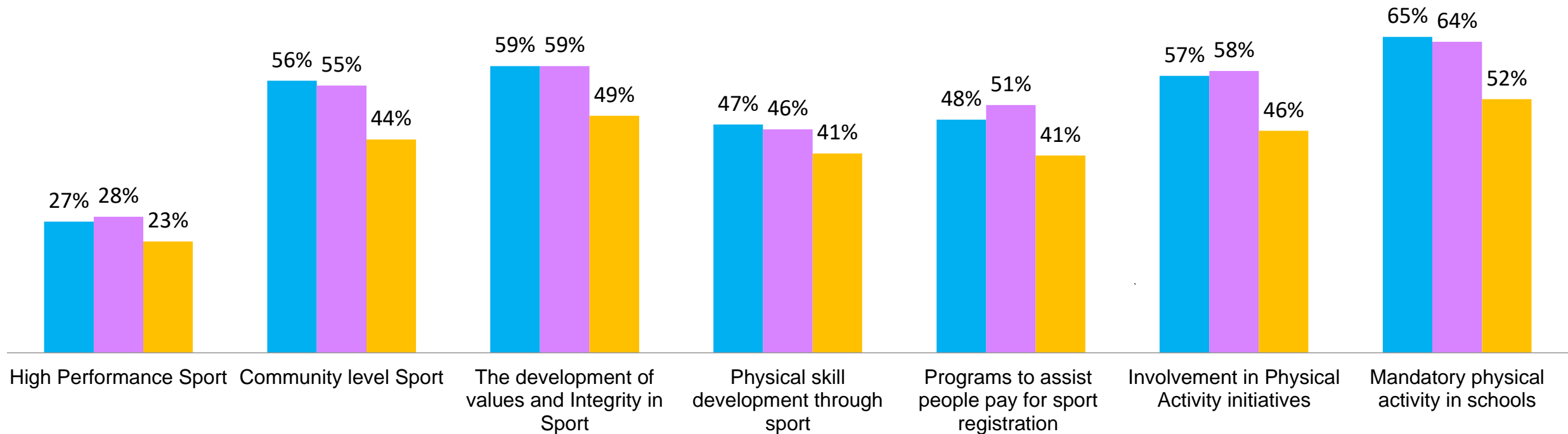
Q: When it comes to funding sport in Canada, how important is it to fund?

Base: 2021 (n=2000)

TREND IN IMPORTANT FUNDING ACTIVITIES

& VERY IMPORTANT

■ 2016 ■ 2018 ■ 2021



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

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)

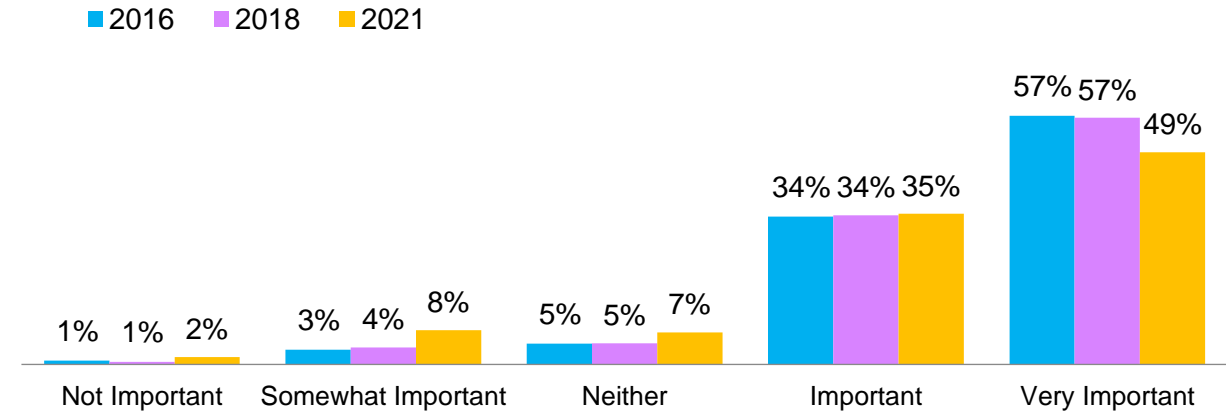
APPENDIX

ABACUS DATA

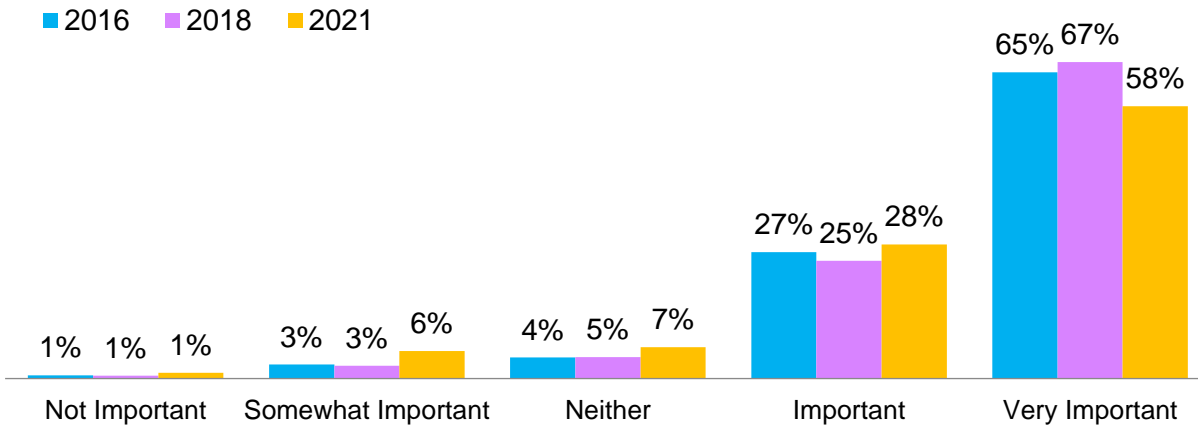


IMPORTANCE RATINGS FOR 7 PRINCIPLES

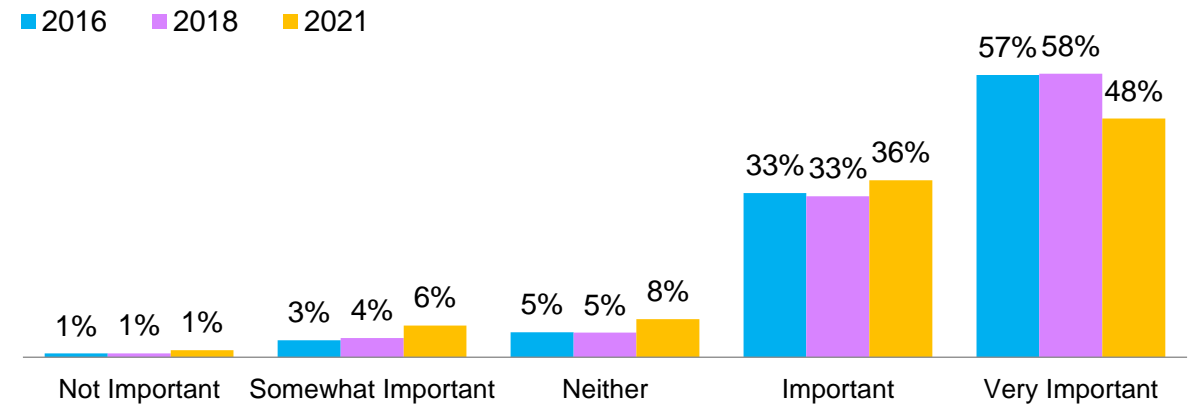
Importance > Keep it Fun



Importance > Respect Others



Importance > Play Fair

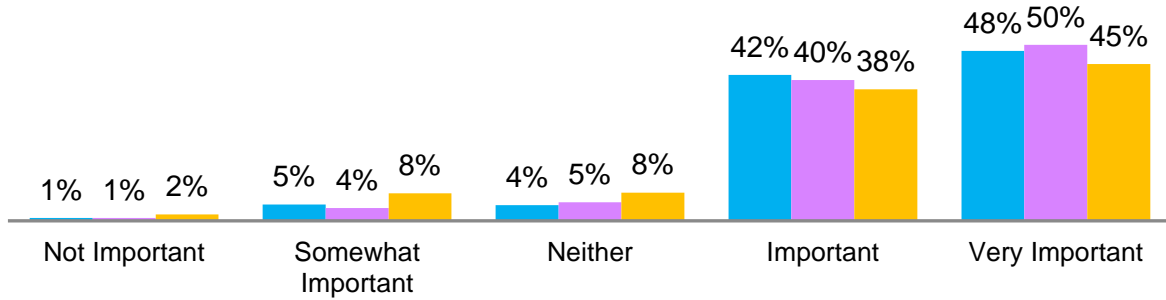


Q: Please rate the level of importance that you place on each of the following principles.

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)

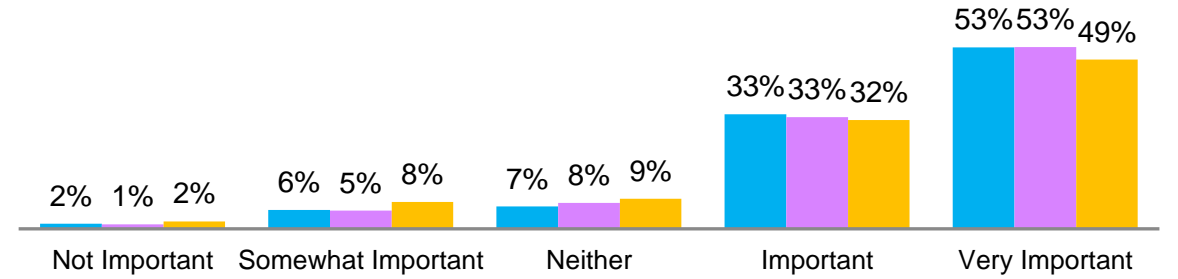
Importance> Stay Healthy

■ 2016 ■ 2018 ■ 2021



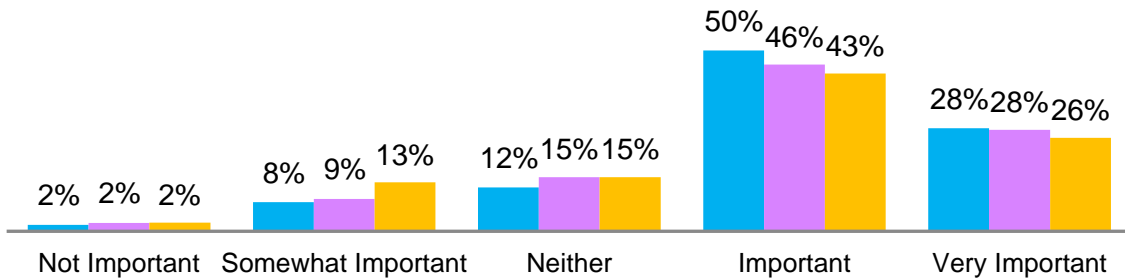
Importance> Include Everyone

■ 2016 ■ 2018 ■ 2021



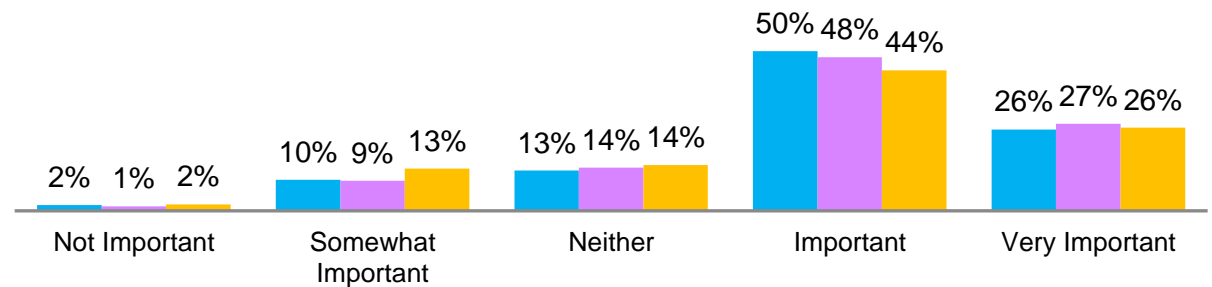
Importance> Go for It

■ 2016 ■ 2018 ■ 2021



Importance> Give Back

■ 2016 ■ 2018 ■ 2021

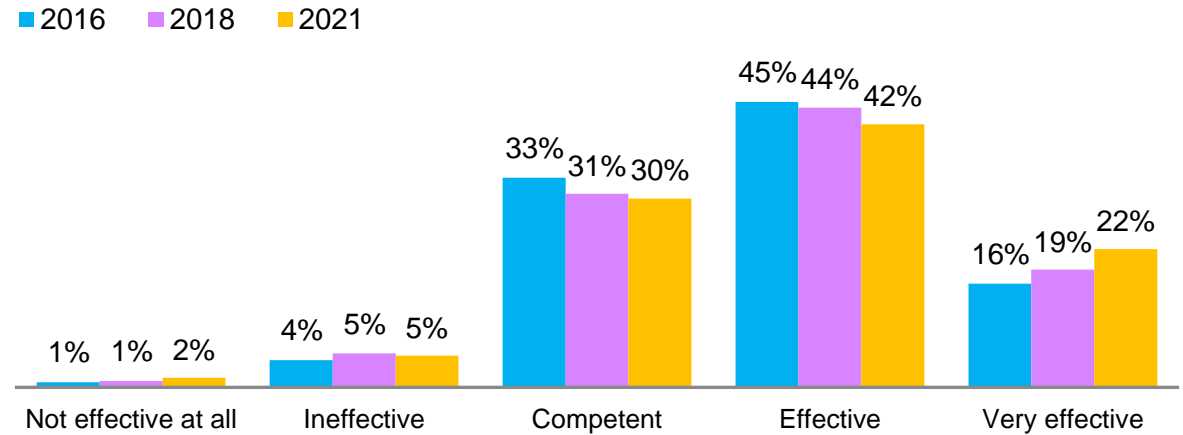


Q: Please rate the level of importance that you place on each of the following principles.

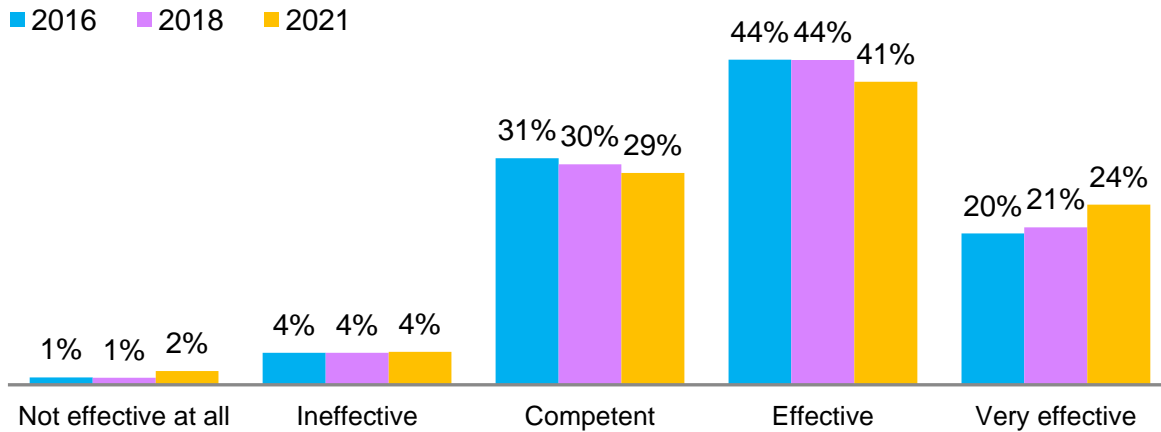
Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)

PERFORMANCE RATINGS FOR 7 PRINCIPLES

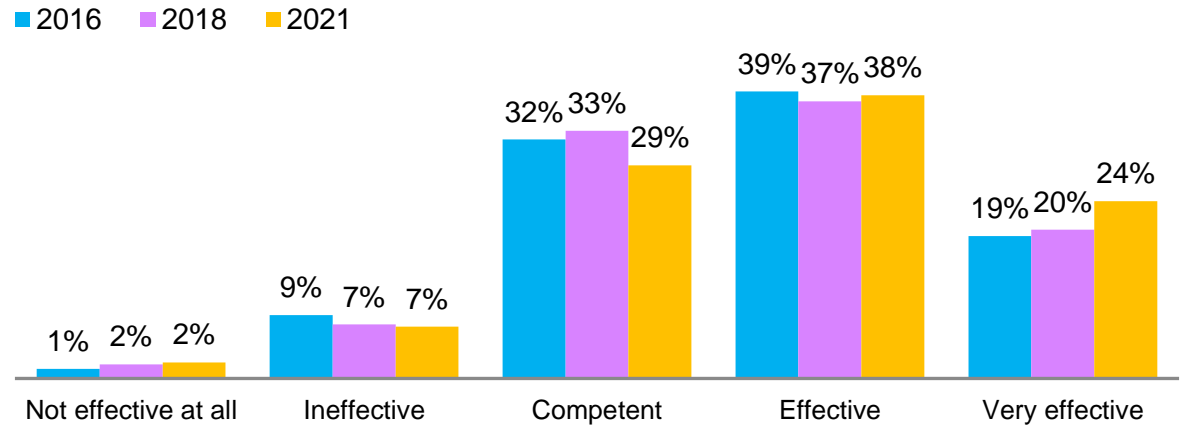
Performance> Play Fair



Performance> Keep it Fun



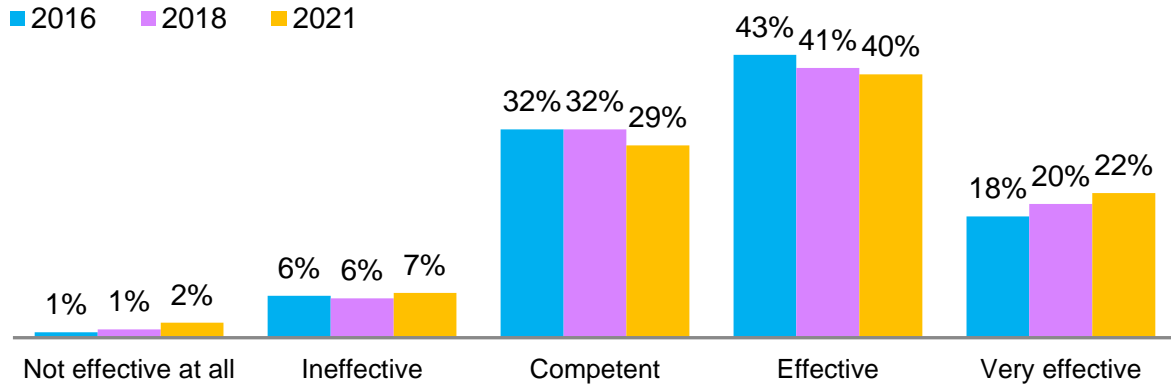
Performance> Include Everyone



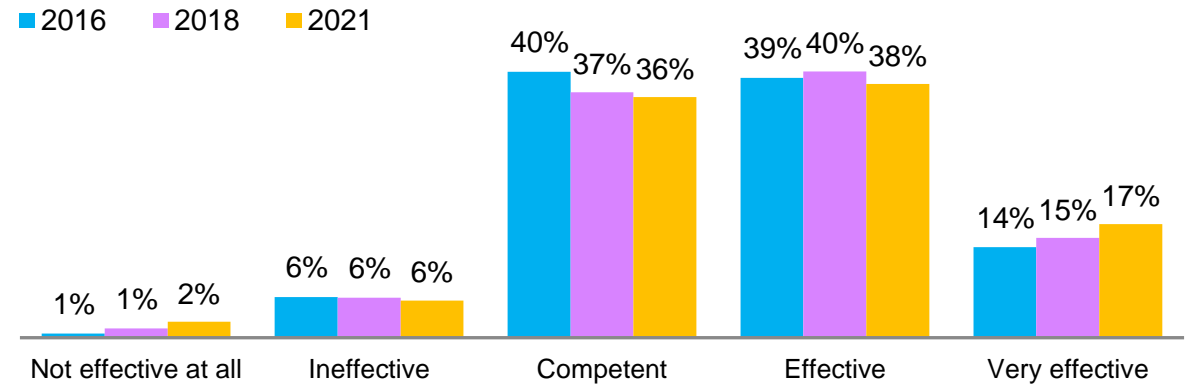
Q: Thinking of the community sport organizations in your community, please rate the effectiveness of community sport in achieving each of the following. If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)

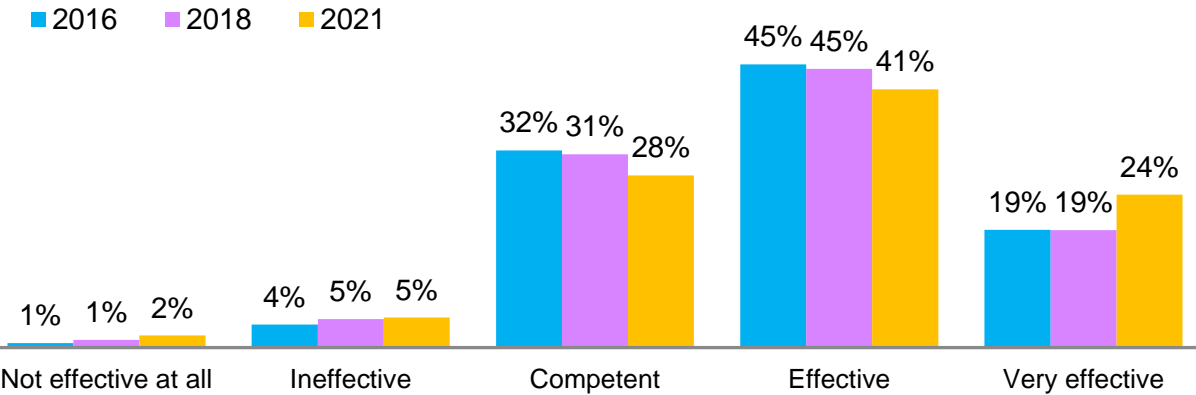
Performance > Respect Others



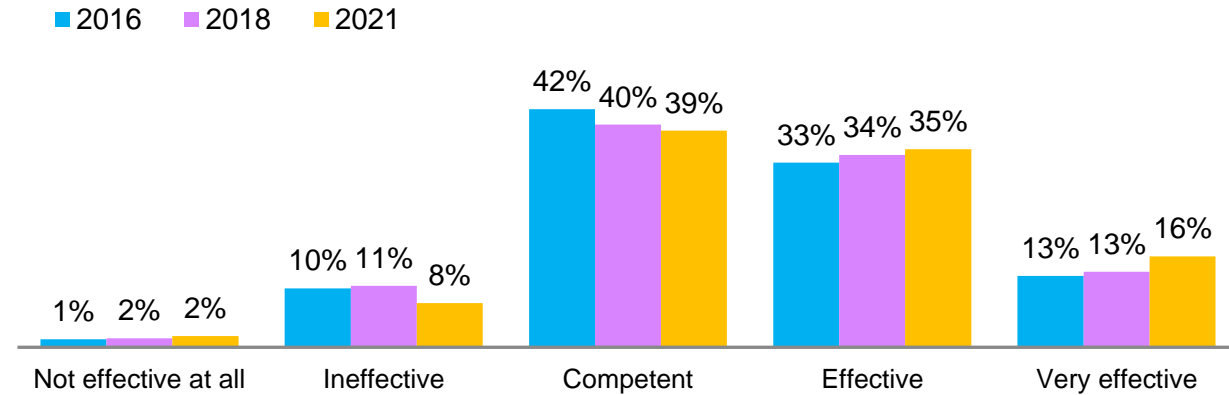
Performance > Go for It



Performance > Stay Healthy



Performance > 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.

Base: 2021 (n=2000); 2018 (n=2001); 2016 (n=2001)