

**2002 Canadian
Public Opinion Survey
on Youth and Sport**

Final Report

July 2002

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Prepared by:



(aussi disponible en français)

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Introduction

Sport plays a central role in Canadian society. Participation in sport activities is widespread across the population, whether individuals are involved as active participants, volunteers or spectators, in a range of levels from pick-up shinny hockey, to community soccer leagues, to university sports, to world class competition and professional sports. Sport, in the broadest sense, plays a number of important roles in Canadian society, providing benefits that are economic, recreational, health promoting, cultural, and moral or spiritual.

As positive a force that sport is in today's world, it is not without problems. As sport at the professional levels has grown over the past generation, the increasing pressures of competition and economics have created a major problem with the use of performance-enhancing substances that distort the "playing field", damage the credibility of fair competition, and pose hazards to health and well-being. Professional athletes increasingly become role models for youth, but in some cases their behavior is hardly what we would want our children to emulate.

In a broader sense, the growing economic significance of sport in our society is shifting the focus and resources to "for-profit" activities and sport as entertainment rather than as a valuable activity in its own right. The so-called "americanization of sport" is a trend that increasingly defines sport in a way that is at odds with the positive values associated with amateur sport. At the same time, amateur sport is struggling and the opportunities for recreational sport at the grassroots level are declining as municipalities, school boards and other institutions stretch to find funding for what is all-too-often considered a non-essential form of activity.

The Canadian Centre for Ethics in Sport (CCES) is an independent, national and non-profit organization devoted to the promotion of ethical conduct in all aspects of sport in Canada. Its mission is to promote ethical conduct in all aspects of sport in Canada, and build a fair and ethical sport system that embodies respect, fair play, safety and non-violence. The CCES carries out its mandate through a number of avenues, including research, promotion, education, programs and partnerships with other organizations.

Because public attitudes play an important role in how society looks at and deals with ethical issues involving sport, the CCES commissioned public opinion research to better understand how Canadians view these issues at the present time. The objectives of this research are to:

- Gauge the public's attitudes about the role and contribution of sport to the development of youth and to the broader community;
- Identify what Canadians consider to be important ethical and other issues in sport today;
- Understand how opinions vary by important segments of the population (e.g. by region, demographics, participation in sport);
- Establish a baseline measure against which changes in opinions can be tracked over time (in response to events and/or education initiatives); and
- Provide direction for future policy, program and educational initiatives.

The survey was conducted by Decima Research Inc., on behalf of the CCES. The research is based on telephone interviews conducted with a representative sample of 2,001 Canadians (18 years and older) between March 18 - 27, 2002. A sample of this size drawn from the population can be expected to provide results accurate to within plus or minus 2.1 percent in 95 out of 100 samples. A more complete description of the methodology used to conduct this survey is provided at the back of this report, along with a copy of the questionnaire (Appendix A).

This report begins with an executive summary and key conclusions, followed by a detailed analysis of the survey findings. Also included (in Appendix B) are "banner" tables that present the results for all questions by key regional and demographic sub-groups. The detailed analysis section of the report denotes these tables by question number (e.g. *Question 1*) for easy reference.

Executive Summary

Contribution of Sport

The results of the survey show clearly that Canadians highly value the contribution of community-level sports to the development of youth and also to the broader community. There is strong agreement across the country that sports at the community level is among the most positive forces in the lives of Canada's youth today, more so than such influences as school, friends and peers, religion and the music/entertainment industry. Only the family is more apt to be considered as influential in shaping the development of the younger generation.

Not only is sport credited as being a constructive force in the lives of youth, but this role is also considered by most Canadians to be a priority. More than eight in ten believe it is definitely, if not critically, important for community sports to actively promote positive values in youth. This indicates that sports at this level are not only valued (for what they can contribute), but also taken seriously as something that needs to happen in the interests of both young people and society-at-large.

More specifically, community-level sports are seen to promote a number of positive values in youth, with "teamwork" and "commitment to a goal or purpose" at the top of the list. The public also believes sport promotes such values as "hard work", "striving for excellence", "fair play", "courage to try new things" and "respect for others." There is notably less agreement, however, on the contribution of sports in promoting "honesty."

Beyond the impact on youth, Canadians also see community-level sports as benefitting their local communities in a number of ways. This is seen most broadly in terms of providing a great source of fun and recreation, but many also believe sports help to reduce crime and delinquency, bring people together, build community pride, and even provide a valued source of local tradition and history.

While community sports are widely seen as an important source of influence in the development of today's youth, Canadians are by no means sure that this role is being fully realized, and that youth are benefiting as much as they could be. Fewer than one in five feel very confident that community sports are in fact promoting positive values and character building in youth as they feel it should be doing.

Issues in Sports

Most Canadians recognize there are a number of problems facing youth in sport today, but there is no consensus on which of these are most serious. In terms of "top of mind" salience, no specific issues emerge as predominant public concerns. Those most apt to be seen as serious include an overemphasis on winning and competition, resource issues (e.g. costs of participation, lack of facilities) and too little or too much parental involvement, but no one issue is identified by more than one in six individuals. Other ethics-related issues, such as

violence, drugs and doping, and harassment command even less attention as problems facing Canada's youth.

Although the use of performance enhancing drugs has low public salience in the context of community-level sports, it is a problem that Canadians are prepared to take seriously when specifically prompted. More than four in ten consider this to be a very serious problem, with this view particularly widespread among Quebecers.

Moreover, the public is more apt to express concerns about performance enhancing drugs than about other ethical issues in sport (such as harassment, intolerance and racism, and the lack of fair play), or with access issues (such as the lack of adequate facilities or the opportunities for participation). These results suggest that most Canadians do not currently think about drugs as a major problem in local sports, but would be very concerned if this problem became apparent, particularly in their own community.

Involvement in Community Sports

The research documents widespread involvement in community-level sports across Canada. More than four in ten Canadians report to be involved in local sport in some capacity, whether as a direct participant, as a coach or volunteer, or as a parent of children involved in sports. Moreover, a significant proportion participate in more than one of these roles.

The basis for Canadians' positive opinions about the contribution of sports to youth development can be found in part on direct experience. A majority of the population has (or has had) children actively involved in community sports activities, and most are positive about this experience. Almost seven in ten believe their own expectations for their children's experience with sport have been met, if not exceeded, compared with less than one in ten who are clearly negative about such outcomes.

Those whose expectations for their children's involvement in sport have not been fully met point to a number of issues, the most common being a lack of interest or participation on the part of their offspring, poor coaching or too much emphasis placed on winning. Few cite their disappointment to be the result of other ethical issues (e.g. violence, intolerance) or access issues.

Regional and Demographic Patterns

Public opinion on the issues covered on this survey are notably similar across the country. While there are some notable variations, the overall conclusions apply equally to all regions and demographic strata.

Across the survey findings, the most notable difference is between Quebec and the rest of the country. While the opinions and activities of Quebecers are not fundamentally different than those of other Canadians, they do stand out in terms of being less actively involved in community sports and positive about their contribution to youth development and the broader community. At the same time, Quebec residents are more likely to express concerns about the issues facing sports today, and in particular the use of performance enhancing drugs.

Also of note is the fact that age level does not appear to be a major factor in defining Canadians' views about the issues addressed in this survey. Younger individuals are more actively involved in sports activities, but their opinions on the role of sports and the issues confronting it are not significantly different from those held by older generations. Notably, even those who are 18 to 24 years of age (those with the most recent experience as youth involved in sports) do not stand out as having a discernibly different perspective on the role of sports or the problems it currently faces in Canada today.

Finally, direct involvement in community sports activities has some influence on attitudes about youth and sports. Canadians who participate in such activities in some capacity are more positive about the contribution of sport to youth values, and even more so in terms of how sport benefits the broader community. Such involvement has less impact, however, on perceptions of the issues facing sport today, although active individuals less likely than those not involved in community sports to consider as serious such problems as drugs, harassment and intolerance.

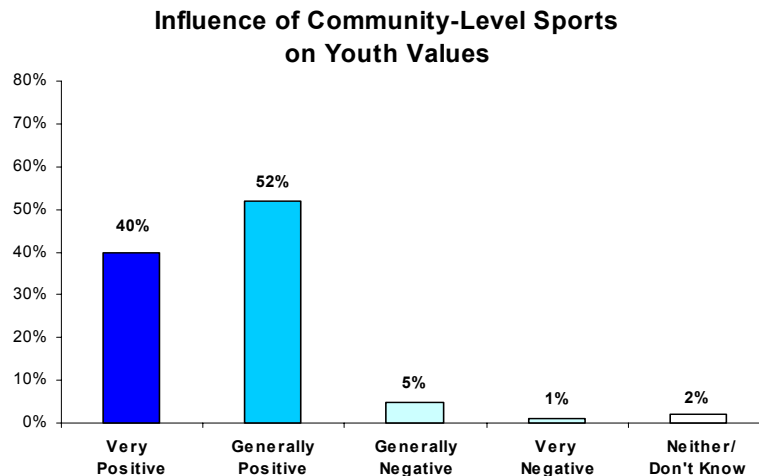
Detailed Analysis

Influence of Sport on Youth Today

Impact of Sport on Youth Values

Almost all Canadians believe community-level sports contribute to the development of positive values in youth today, more so than such influences as school, religion, professional sports and the music/entertainment industry.

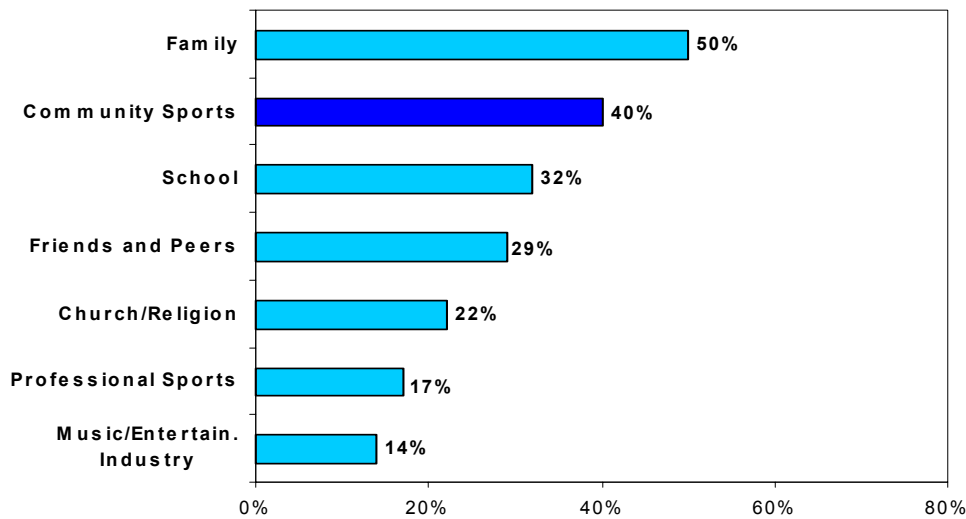
At the beginning of the survey, Canadians were asked to rate the extent of influence of several sources of influence on the development of values in today's youth. Among the sources rated, **community-level sports** is among the most positively rated in terms of having a positive influence on youth. More than nine in ten Canadians believe that community-level sports has a very (40%) or generally (52%) positive influence on the development of values in youth, with very few identifying this impact as negative (6%) or nil (2%). (*Question 1d*)



This view is widely held across the country, although somewhat more strongly among residents of B.C. and those with higher levels of household income. Citizens with the lowest levels of education and income are least apt to share this view, but no more than one in ten from these groups maintain that community-level sports exerts a negative influence on youth.

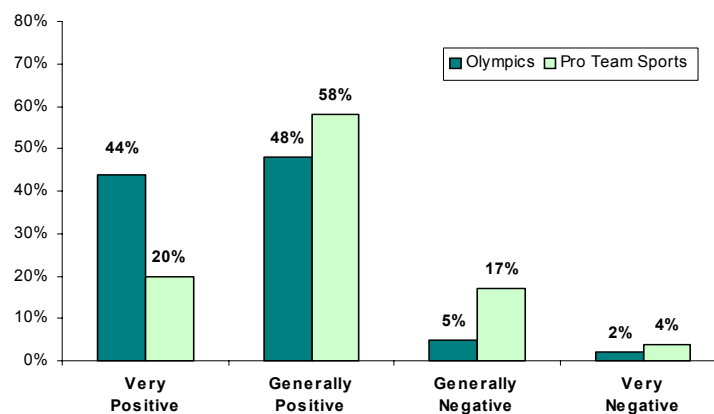
In comparison with community sports, only **family** is more likely to be seen as having a very positive impact on the development of Canada's youth (50%, versus 5% who believe family has a negative impact). Other influences less likely to be seen as having a very positive influence include **school** (32%), **friends and peers** (29%), **church and religion** (22%), **professional sports** (17%) and the **music and entertainment industry** (14%). Perspectives on the importance of these influences vary somewhat by region and demographic group, but the relative order is essentially the same across the country. (*Questions 1a-c,e,f*)

Very Positive Influence on Youth Values



The survey also asked specifically about the influence of two specific types of top-level competitive sports on Canada's youth. More than nine in ten say that **Olympic sports** has a very (44%) or generally (48%) positive influence on youth, with only seven percent seeing it as having a negative impact (Note: The survey was conducted shortly after the conclusion of the 2002 Winter Olympics). This endorsement of the Olympics is evident across the population, but is strongest among men, individuals 18 to 34, and those with less education and income, while less evident in Quebec. (*Question 14*)

Influence of Top Level Sports on Canada's Youth



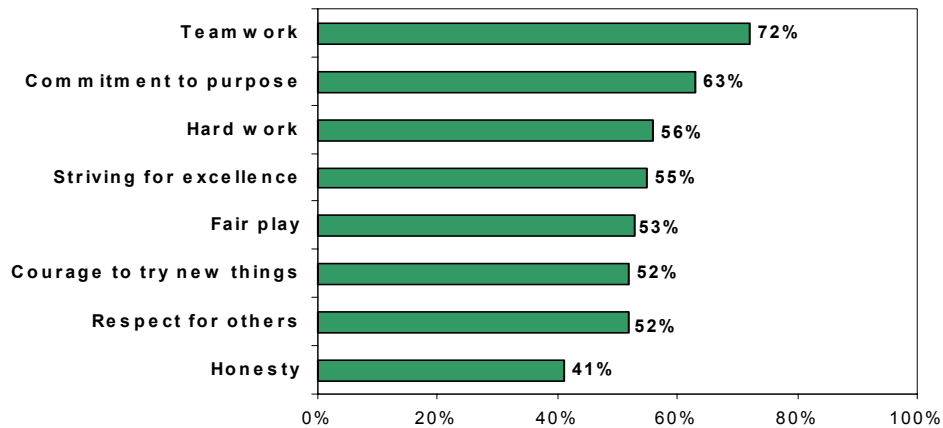
Canadians are also positive about the influence of "major league" **professional team sports** (such as hockey, football and basketball), but this is a much more qualified assessment. Close to eight in ten consider this level of competition to have a positive influence on youth, but only one in five (20%) feel the impact is "very" positive. (*Question 15*)

Values Promoted by Community-Level Sport

Canadians are in strong agreement about the importance and capability of community sports to promote positive values among youth, but few feel confident that this potential is being realized today.

The survey focused on community-level sports in terms of their potential in promoting each of a number of positive values in youth.¹ Most significant is the fact that Canadians believe community-sports is a positive force in promoting *all* of these values in today's younger generation, although some more strongly than others. Of the seven values rated, **teamwork** is the one most widely seen as being strongly promoted by participation in community sports (72%), and most of the remainder feel this value is at least somewhat promoted (22%), while very few (4%) maintain that community sports has little or no impact in this way. (*Question 2g*)

Youth Values Strongly Promoted by Community Sports



Close to two in three (63%) Canadians say community sports strongly promotes the value of **commitment to a goal or purpose**, while the rest feels it is promoted somewhat (30%), weakly (5%) or not at all (1%). Smaller majorities believe that such participation strongly promotes the values of **hard work** (56%), **striving for excellence** (55%), **fair play** (53%), **respect for others** (52%) and **the courage to try new things** (52%). (*Questions 2b-f,h*)

Of the values rated, the public is least in agreement about the impact of community level sports on the development of **honesty**, with four in ten (41%) saying it is strongly promoted, compared with those who feel it is only somewhat promoted (43%), weakly promoted (11%) or not promoted at all (3%). (*Question 2a*)

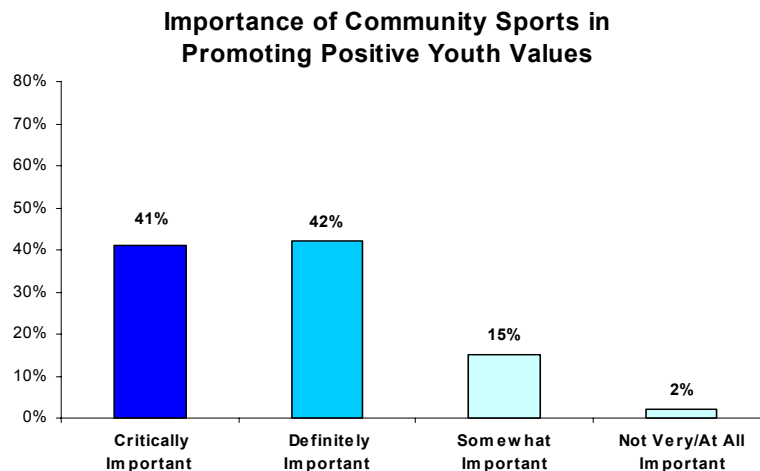
¹ Community-level sports is defined on this survey as the various types of organized sport activity taking place in schools and universities, in local recreational and competitive leagues, as well as provincial and national level amateur competitions.

How Canadians feel about the capability of community sports to promote positive values in youth is generally similar across regional and demographic groups, in that similar majorities from all segments agree there is a strong contribution, and on the relative impact on specific values. Atlantic Canadians are somewhat more likely to feel strongly about the capability of sport to promote such values as courage, commitment to a goal and honesty. By comparison, Quebecers tend to feel less strongly about many of these values, except in the case of fair play which they feel more strongly about as a value promoted by community sports.

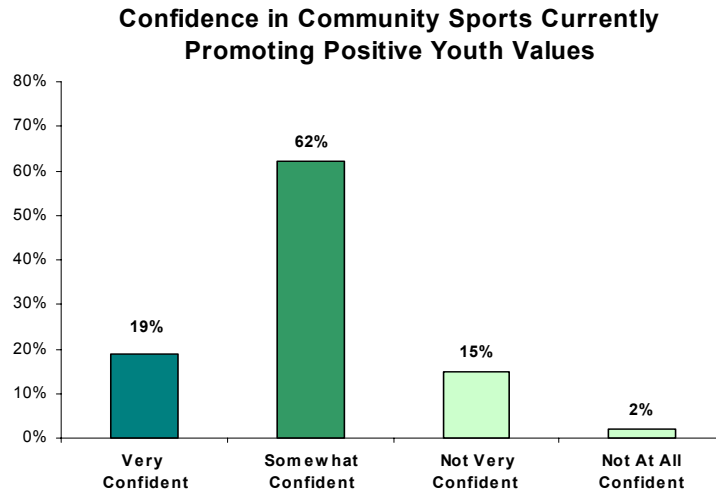
Women are marginally more likely than men to say each of the values is strongly promoted by participation in community sports, but noticeably so only in the case of courage and hard work. Of note is the fact that personal involvement participation in community sports (whether as a direct participant, volunteer or parent of participating children) does not have a significant impact on opinions about the capability for this type of activity to promote positive values in youth. Participants are more likely than non-participants to feel each of these values are strongly promoted, but the difference is relatively small (4 - 8 percentage points).

Apart from the extent to which community sports is seen to promote positive values, this contribution is also widely seen to be a major priority. More than eight in ten Canadians believe it is either critically important (41%) or definitely important (42%) for community sports to actively promote positive values in today's youth. (*Question 10*)

This perspective is shared across the country, but the emphasis on critical importance is most widespread among women, anglophones, Canadians with higher levels of education and those some direct involvement in community sports. Those in the youngest age group (18-24) are less likely than older groups to place strong emphasis on this contribution. In no identifiable group, however, do less than three in four consider this contribution to be at least of definite importance.



While Canadians place considerable importance on the role that community sports should be playing in the development of positive values in youth, they are less certain about the extent to which this role is actually being fulfilled. Less than one in five (19%) are very confident that community sports in Canada today is promoting positive values and character building among youth, while a majority (62%) respond with qualification by saying they are somewhat confident in this regard. (*Question 11*)



Once again, this opinion is largely the same across key segments of the population, with the majority in each group indicating they are only somewhat confident about the contribution that sport is currently making to promoting positive values in youth. Those somewhat more likely to express strong confidence include individuals with lower levels of education and income, and those directly involved in community sport. Residents of Quebec are the least positive, with only 15 percent saying they very confident compared with one in four who are not very (22%) or not at all (2%) confident in how sport is currently influencing today's youth.

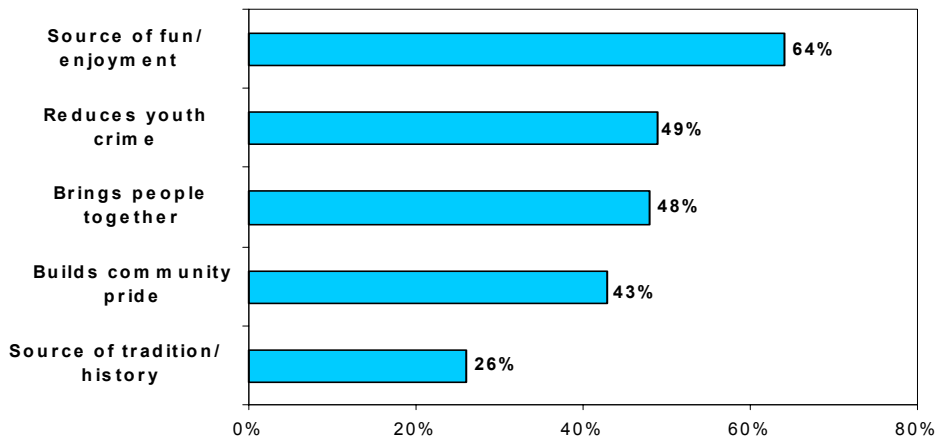
Broader Community Benefits

The public recognizes broader community contribution of local sports, both in terms of recreational benefits, but also in reducing crime, bringing people together and building community pride.

Beyond the development of positive values among youth, what other sorts of benefits can be attributed to community sports? Results from the survey reveal that Canadians do in fact believe that community sports activities can benefit local communities in a number of ways. There is strongest agreement on the contribution of community sports on **providing a source of fun and enjoyment**, with two-thirds (64%) saying this happens "to a great extent", while most of the remainder feels this benefit is realized at least "to some extent" (31%). (*Question 9b*)

Close to half feel that local communities benefit from community sports to a great extent in terms of **reducing youth crime and delinquency** (49%), **bringing people together** (48%) and **building community pride** (43%), with most of the rest acknowledging such benefits to some extent. Canadians are noticeably less apt to feel their communities benefit from sports to a great extent in terms of **providing a rich source of tradition and history** (26%), but a clear majority feel this is true to at least a small extent. (*Questions 9a,c-e*)

Significant Local Benefits from Community-Level Sports



Some cultural differences are evident in perspective on this issue, with Quebecers less likely than other Canadians to acknowledge these types of community benefits (with the exception of reducing youth crime and delinquency). Atlantic Canadians, on the other hand, are the most positive about the contribution of sport to community pride and as a source of tradition and history.

Across the population, older citizens are more likely to emphasize the positive benefits in terms of tradition, pride and reducing youth crime, while younger Canadians (18-34) are more apt to stress community sports as a source of fun and enjoyment. Those active in volunteering in community sports are among those most positive about all of these benefits, particularly crime reduction and building community pride.

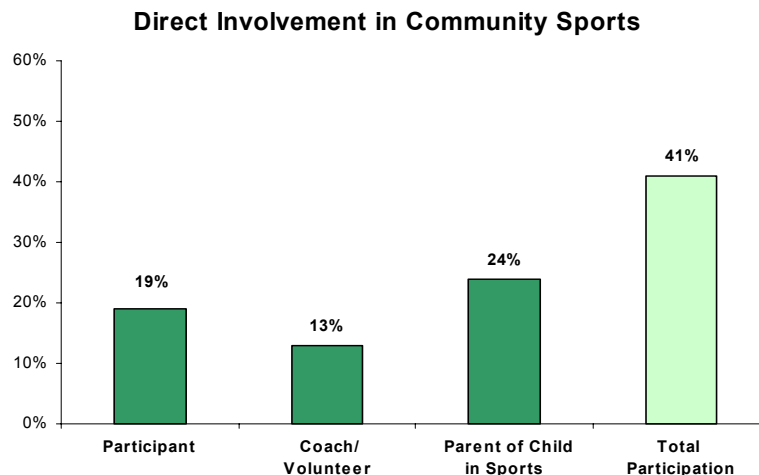
Personal Involvement in Community Sports

Direct Involvement

Four in ten Canadians are currently involved in community-level sports, either as a participant, volunteer or as a parent of children engaged in sports.

In addition to measuring public opinion about youth and sport, the survey also identified the extent to which Canadians are themselves involved in community-level sports. This was done in part to establish a profile of the participation level for general purposes, but also in part as a basis for interpreting the attitudinal results (e.g. do citizens directly involved in local activities hold different opinions or priorities, compared with those who are not involved).

Results from the survey indicate a high level of participation in community sports, with more than four in ten (41%) reporting current involvement in some capacity. More specifically, close to one in five (19%) Canadians are currently involved as a direct participant in local sports activities, while 13 percent participate as a coach or volunteer, and one in four (24%) do so as a parent of children involved in such activities (Note: These percentages total more than 41% because many participate in more than one of these capacities). (*Questions 3a-c*)



Involvement in community sports is common across the country, but more prevalent among younger individuals and those with higher levels of education and income, while least widespread in Quebec. Of note is the fact that rural residents are only marginally more likely than their urban counterparts to report such involvement. Men are more likely to participate directly or as a volunteer, while women are more apt to report involvement as a parent. Not surprisingly, there is considerable overlap in these three roles. Close to half of those participating directly also indicate they are involved as a coach or volunteer in some capacity.

Apart from involvement in community-sports, most (71%) Canadians say they currently engage in personal fitness activities (e.g. running, swimming, walking or working out in a gym) on a regular basis. This activity is most widely reported by British Columbians (80%), individuals 18

to 34 years of age (78%) and those with the most education (80%) and income (76%), while least so by Quebecers (57%). Regular fitness activity is somewhat more prevalent among those also involved in community sports (75%) than among those with no such involvement (68%).

(Question 4)

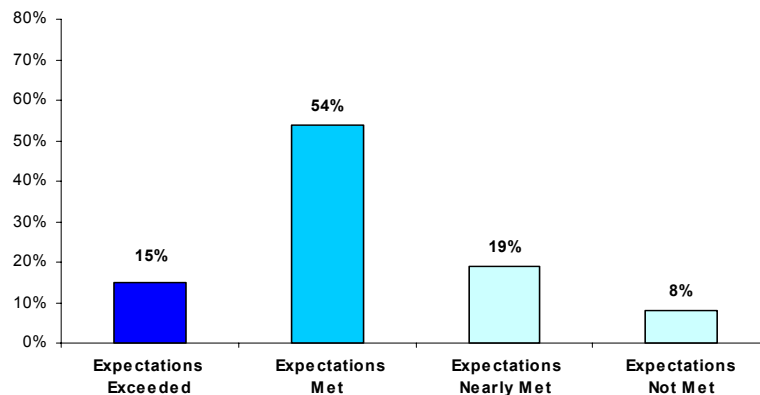
Children's Participation in Sports

A majority of parents are generally satisfied with their childrens' experience with sports.

Six in ten (61%) Canadians report having had children involved in community-level sports (either currently or in the past), and a majority of this group says their children have been either very (35%) or somewhat (36%) active in sports. *(Questions 5,6)*

Parents who say their children have had as least some involvement in sports were asked about the degree to which their own expectations have been met in terms of what they hoped their children would get out of the experience with sport. Overall, results are generally positive in terms of a strong majority of parents reporting that their expectations have been met (54%) or in some cases exceeded (15%). Another one in five (19%) indicate their expectations have been "nearly met" (a decidedly qualified response), while a smaller group (8%) are more definitive in saying their expectations for their childrens' experience in sport have not been met. *(Question 7)*

Expectations for Childrens' Experience with Community Sports

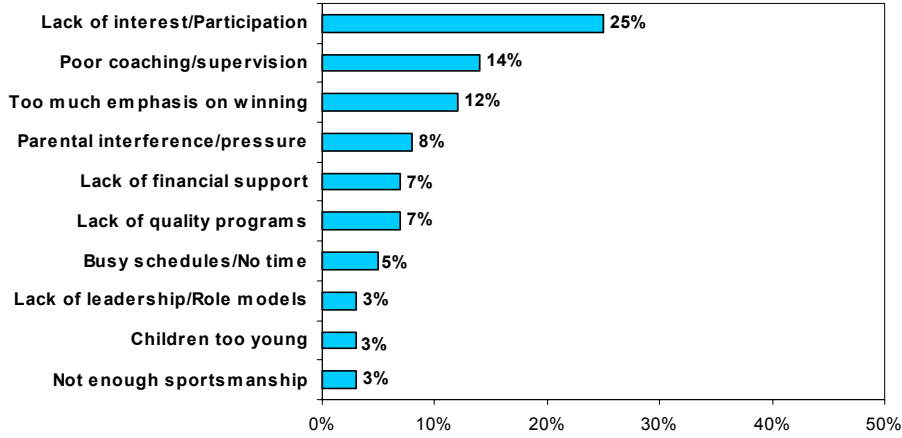


Positive outcomes in this respect are somewhat higher among younger parents (18 to 34) and those with higher household incomes, while marginally lower among residents of Quebec. As might be expected, Canadians who are themselves actively involved in community sport in some capacity are more likely to feel their expectations have been met or exceeded (76%), compared with non-participants (62%).

When those who indicate their expectations have not been fully met are asked why they give this response (without offering potential options to choose from), a number of reasons are given, none of which are predominant. This group is most likely to say their expectations for their children were not fulfilled because of lack of interest or participation by their offspring (25%), because of poor quality coaching, volunteers or general supervision (14%), or too much emphasis placed on

winning and competition (12%). Very few individuals identified reasons pertaining to violence, racism, or a lack of sportsmanship or teamwork. (*Question 8*)

Reasons for Expectations Not Being Met
Top 10 Mentions



Lack of interest or participation is most widely given as a reason by residents of Quebec and increases with age, while poor quality coaching and supervision is most likely to be emphasized by younger urban residents. Women are twice as likely as men to mention an over-emphasis on winning and competition as a reason for disappointment in their childrens' sport experience.

Issues in Sport

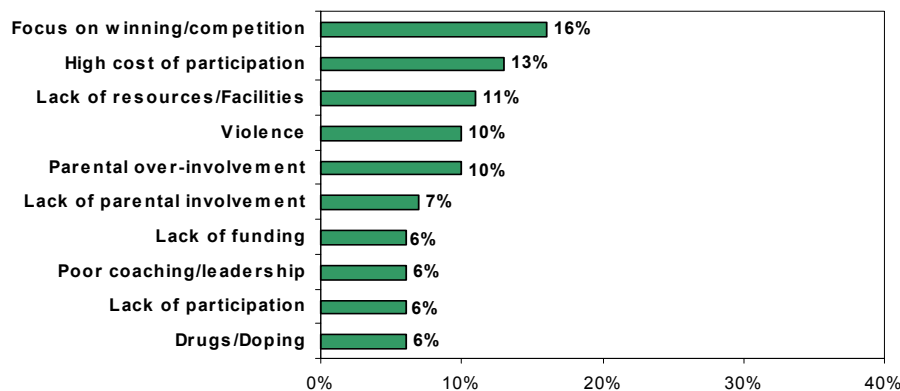
Most Serious Problem Facing Community Sport

There is little public agreement on what the most serious issues are facing youth in community sport today.

The survey asked respondents to identify what they consider to be the most serious problem facing youth in community sport today (unprompted - without offering potential choices). The purpose of this question was to measure the salience of such issues, those that are "top of mind" for Canadians when it comes to thinking about youth and sport.

The results show that most Canadians can identify such problems (only 15% could not offer a response), but also that there is little agreement on what is most serious. Many different problems are mentioned, but none by more than one in six citizens. The problems most likely to be identified include an over-emphasis on winning and competition, cost issues involving either the high cost of participation or the lack of adequate facilities/resources, and parental involvement (either too much or too little). (*Question 12*)

**Most Serious Problem Facing
Community Sport Today**
Top 10 Mentions



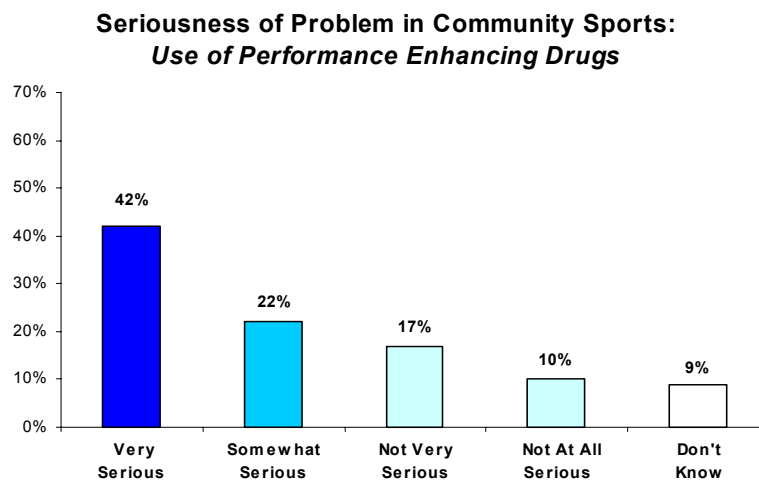
By comparison, the public is less apt to identify other types of ethical issues such as drugs and doping (6%), a lack of fair play (4%), lack of focus on morals (2%), harassment (1%) or the bad influence of professional sports (<1%).

Opinions about what is most serious vary to only a minor extent across the population. Concerns about the emphasis on winning/competition are more prevalent in the Prairies, among younger Canadians and those with more education and income. Violence is more apt to be mentioned by men and lower income individuals, while drugs and doping has more prominence in Quebec (11%) than elsewhere (4%).

Seriousness of Specific Issues in Sport

Four in ten Canadians consider drugs in sport to be a very serious problem, particularly in Quebec. Other issues considered very serious include harassment, intolerance, inadequate facilities and a lack of fair play.

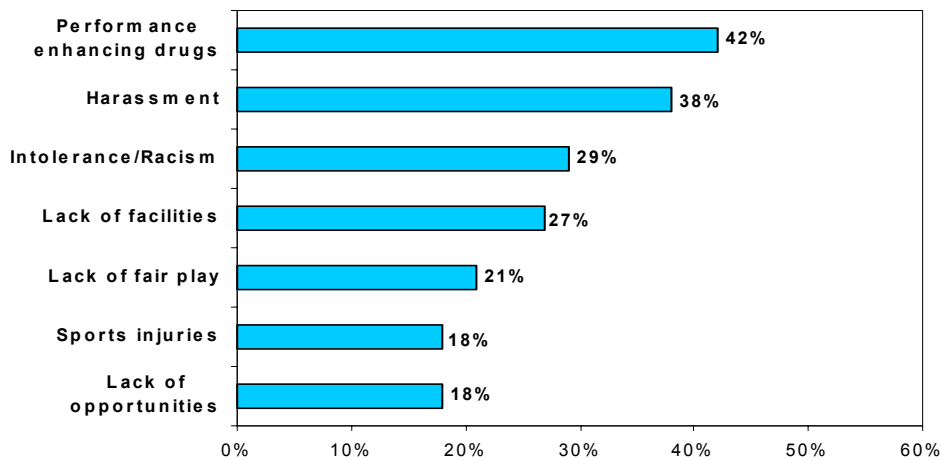
Although there are no predominant issues that are top of mind issues among Canadians in terms of youth in sport, there is also clear evidence of concern about specific problems. The use of drugs and doping, in particular, has low salience among the public but emerges as a major issue of concern when specifically prompted. Among seven issues rated, Canadians are most likely to say that the use of performance enhancing drugs is a very serious problem in community sports (42%). Another one in five (22%) rate this issue as somewhat serious, while few (9%) do not have an opinion on this question. (*Question 13a*)



Concern about drugs in sport is most prevalent in Quebec (55% very serious), as well as among Canadians with lower levels of income and education. Also of note is the fact that this problem is more apt to be considered very serious by individuals not currently involved in community sport (45%), compared with participants (34%). In no group, however, do less than one-third rate this problem to be very serious.

Among the other issues rated, the public is most likely to rate **harassment** (physical, emotional or sexual) to be very serious (38%), followed by **intolerance and racism** (29%), **a lack of adequate sports facilities** (27%), **a lack of fair play** (21%), **sports injuries** (18%) and **a lack of opportunities for participation** (18%). (*Questions 13b-g*)

Very Serious Issue Facing Community Sports



The seriousness of these issues varies noticeably across the population, although the overall ranking of seriousness is generally the same for all groups. The most significant differences can be seen by socio-economic status. As with the use of performance enhancing drugs, Canadians with lower levels of education and income are more likely to rate each of these problems to be very serious, particularly in the case of the lack of opportunities for participation and the prevalence of sports injuries.

Quebecers are more likely than other Canadians to rank all of these issues as very serious, with the exception of the lack of adequate facilities (which is most apt to be emphasized by Atlantic Canadians). Parents and those not involved in community sport are more likely than others to rate harassment and intolerance/racism as very serious problems in sports today. As well, the seriousness attached to intolerance/racism declines with age, with those 18 to 24 expressing the most concern about this problem (48% say it is very serious).

Survey Methodology

Questionnaire Design

The questionnaire used for this survey was designed by senior Decima consultants, in consultation with the CCES. Prior to being finalized, the survey was pre-tested on a small number of respondents.

Sample Design and Selection

The sample for this study was designed to complete interviews with a representative sample of 2,000 adult Canadians from households selected randomly across the country. The sample was stratified by province to ensure adequate sub-samples for meaningful regional analysis.

The sample was drawn using SurveySampler technology which ensures that all residential listings in Canada have an opportunity to be selected for inclusion in the survey. Within those households selected, respondents 18 years or older were screened for random selection using the “last birthday” method, which provides an efficient means of ensuring the sample approximates the population according to gender and age level. Up to five call backs were used to reach selected respondents who may not have been available at the time of the call.

Survey Administration

The survey was conducted in English and French by telephone using computer-assisted-telephone-interviewing (CATI) technology, from Decima’s facilities in Ottawa, Toronto and Montreal, between March 18-27, 2002. All interviewing was conducted by fully trained and supervised interviewers, and a minimum of 10 percent of all completed interviews were independently monitored and validated in real time. The average length of time required to complete an interview was 11 minutes.

Completion Results

A total of 16,840 telephone numbers were dialled, from which 2,001 interviews were completed. Among eligible households that were successfully contacted, the effective completion rate was 24 percent (the number of completed interviews (2,001) divided by the total sample (16,840) minus ineligible numbers (2,441) and those of unknown eligibility that could not be contacted during the interview period (5,945)).

Sample Distribution

A sample of 2,001 drawn from the Canadian population would be expected to provide results accurate to within plus or minus 2.2 percent in 95 out of 100 samples. The margin of sampling error will be greater for regional and provincial sub-samples, as presented below.

Sample Distribution by Region

Region/Province	Unweighted Sample	Margin of Error ¹
Atlantic Canada	200	+/- 6.9%
Québec	500	+/- 4.4%
Ontario	649	+/- 3.8%
Prairies	402	+/- 4.9%
British Columbia	250	+/- 6.2%
CANADA	2,001	+/- 2.2%

¹ 95% Confidence Level

Sample Characteristics

The characteristics of the final sample are presented below, in terms of the distribution across region and demographic strata, and how they compare with the population. The banner tables provided under separate cover present the results for all survey questions by each of these categories (as well as others).

Sample Distribution by Population Characteristics

	Sample ¹ %	Population ² %
Region/Province		
Atlantic	8	8
Québec	24	24
Ontario	38	38
Prairies	17	17
British Columbia	13	13
Education Level		
Grade School/Some High School	15	35
Complete High School	28	18
Some College/University	29	33
University	29	13
Gender		
Male	48	49
Female	52	51
Age		
18 – 34	33	31
35 - 54	38	41
55+	28	28
Mother Tongue		
English	64	60
French	25	24
Other	10	16

¹ Weighted data (by region/province)

² 1996 or 2001 census

Appendix: Questionnaire

Introduction

Good afternoon/evening. My name is _____ and I am calling from Decima Research, a public opinion research company. Today we are conducting a brief survey on some important issues concerning youth in Canada today, on behalf of a non-profit organization. Please be assured that we are not selling anything. We are simply interested in your opinions.

A. The Role and Contribution of Sport

To begin, I'd like to ask you about youth in our society today . . .

1. To what extent do you feel each of the following has a positive or negative influence on youth today? Starting with . . ., would you say this has a very positive influence, generally positive, generally negative, or very negative influence on the development of values in today's youth?
 - a. School
 - b. Church and religion
 - c. Family
 - d. Community-level sports
 - e. Professional sports
 - f. The music and entertainment industry
 - g. Friends and peers
2. I would now like to focus on the topic of sports at the community level.

To what extent do you think that community sports is capable of promoting each of the following values in youth today? Would you say that participation in sports can strongly promote, somewhat promote, weakly promote, or not at all promote:

- a. Honesty
- b. Respect for others
- c. Commitment to a goal or purpose

8. (IF NEARLY MET/DID NOT MEET EXPECTATIONS) What would you say is the main reason or reasons why your expectations have not been met for your children?
SPECIFY

9. Now taking a broader view, to what extent do you think that community sports benefits the broader community? Starting with . . . would you say this benefits local communities to a great extent, to some extent, to only a small extent, or not at all?
- Bringing people together in ways that strengthen communities
 - Providing a source of fun and enjoyment
 - Providing a rich source of tradition or history
 - Building community pride
 - Reducing youth crime and delinquency

C. Issues in Sport

On a broader issue . . .

10. How important do you feel it is for community sports to actively promote positive values in today's youth? Would you say this is:
- Critically important
 - Definitely important
 - Somewhat important
 - Not very important
 - Not at all important
11. How much confidence do you have that community sports in Canada today is promoting positive values and character building among youth? Are you:
- Very confident
 - Somewhat confident
 - Not very confident
 - Not at all confident
12. What would you consider to be the most serious problem facing youth in community sports today?

13. I will read to you a list of issues, and in each case I'd like to know if you think it is something that is very serious, somewhat serious, not very serious or not at all serious as a problem facing community sports? Starting with:
- a. Use of performance enhancing drugs
 - b. Harassment that is either physical, emotional or sexual
 - c. The prevalence of sports injuries
 - d. A lack of fair play
 - e. Intolerance and racism
 - f. A lack of opportunities for participation
 - g. A lack of adequate of sports facilities
14. What about the influence of **professional sports**, such as hockey, football and basketball, on youth in Canada today? Overall, would you say the influence of professional sports on youth is:
- Very positive
 - Generally positive
 - Generally negative
 - Very negative
15. What about the influence of **Olympic sports** on youth in Canada today? Would you say the influence of Olympic sports on youth is:
- Very positive
 - Generally positive
 - Generally negative
 - Very negative

D. Respondent Characteristics/Demographics

To finish up, I'd like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

16. In which of the following age categories can I place you?
- 18 to 24
 - 25 to 34
 - 35 to 44

- 45 to 54
- 55 to 64
- 65 and over

17. What is your mother tongue, that is, the language you first learned at home?

18. What is the highest level of education you have completed?

19. And for statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2001?

- Less than \$25,000
- \$25,000 to \$34,000
- \$35,000 to \$44,000
- \$45,000 to \$54,000
- \$55,000 to \$74,000
- \$75,000 or more

20. And finally, may I have the first three digits of your postal code?

This completes the survey. In case my supervisor would like to verify that I conducted this interview,
may I have your first name?

First Name: _____

On behalf of the Canadian Centre on Ethics in Sport, thank you very much for your cooperation.

21. Province

22. Gender

23. Language of interview