



Canadian
Heritage

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Survey on Ethics, Equity and Safety in Sport 2021

Executive Summary

Prepared for Canadian Heritage, Sport Canada

Supplier name: Advanis Inc.

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Contract value: \$78,563.25 (including HST)

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Registration number: POR 104-20

For more information on this report, please contact Canadian Heritage, Sport Canada at:

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Ce rapport est aussi disponible en français

Canada

Background and objectives

The Department of Canadian Heritage (Sport Canada branch) contracted Advanis to conduct a survey on perceptions of the state of ethics, equity and safety in Canadian sport among the general population of Canadians.

The *Survey on Ethics, Equity, and Safety in Sport* aimed to support Core Responsibility 3 (Sport) in the Department of Canadian Heritage Departmental Results Framework (DRF). The survey gauges awareness, perceptions and understanding of key issues related to ethics, equity and safety in Canadian sport among the general population of Canada. The survey examines levels of knowledge and satisfaction related to areas such as gender equity, doping, concussions, and harassment and abuse, and includes a module focused specifically on the impacts of COVID-19 on ethics, equity and safety. The survey addresses data gaps in Sport Canada's reporting indicators as captured in the Sport Canada Performance Information Profile (PIP).

In recent years, issues related to ethics, gender equity and safety in sport have gained prominence internationally and especially in the Canadian context. This rise in visibility has been fueled by negative media and public attention and also by a sport system more focused on mental health components of Safe Sport strategies. It can reasonably be assumed that these issues (or their monitoring and reporting) may have been impacted by the current COVID-19 crisis.

The sport system has taken steps to address ethics, equity and safety issues through policies, improved monitoring, reporting and managing mechanisms, etc. As initiatives often target vulnerable populations, public opinion is critical to designing both interventions and communication campaigns and strategies in the future.

The project will be grounded in three objectives of Government of Canada Public Opinion Research (POR):

- Taking into Account Canadians' Needs;
- Serving Canadians Better; and
- Informing Canadians.

The survey is consistent with the overall objectives of the Physical Activity and Sport Act, which is founded on the highest ethical standards and values, including doping-free sport, the treatment of all persons with fairness and respect, the full and fair participation of all persons in sport and the fair, equitable, transparent and timely resolution of disputes in sport.

The survey also aligns with the Government's commitment to achieve gender equity in sport at every level by 2035. In addition, the survey addresses the following commitment in the Minister of Canadian Heritage's Mandate letter: foster a national culture of safe sport, including physical safety, sporting environments free of harassment, promoting diversity and inclusion in sport, and research into injury prevention. The research will help guide the department's policy development, communications, and intervention with regards to ethics, equity and safety issues in sports.

The probability-based study was conducted, in both English and French, using a two-step approach where respondents were recruited by telephone to participate in an online web survey. Overall, 10,932 people completed the survey between February 26th and March 25th, with a response rate of 43.7%, and a margin of error of 0.9% (19 times out of 20 at a 95% confidence interval). The data was weighted based on geographic region, age and sex at birth.

The total cost of this research was \$78,563.25 (including HST).

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Political Neutrality Requirement

Political neutrality certification

I hereby certify as Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in *the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research*.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed: 

Nicolas Toutant, Vice-President, Research and Evaluation