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'Future of Sport' Public Opinion Research Final Report

Prepared for the Department of Canadian Heritage
Supplier name: Phoenix SPI
October 2022

This public opinion research report presents the results of a 15-minute mixed-mode survey (online and telephone) that was administered to 9,208 Canadian residents aged 16 years or older from May 10th to July 6th, 2022. The target audience was participants of organized and non-organized sports, as well as those who have not participated in sport in the last three years but intend to do so in the future.

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Executive Summary

Phoenix Strategic Perspectives (Phoenix SPI) was commissioned by the Department of Canadian Heritage (PCH) to conduct public opinion research (POR) with Canadians on their motivations, intentions, barriers, experiences, and expectations related to future sport participation.

1. Research Purpose and Objectives

The purpose of the quantitative POR was to collect information on Canadians' perceptions of the future of sports in Canada. The main objective of the research was to respond to the overarching question: "What kind of sport will Canadians engage in, and want, over the next decade?". As such, the survey was designed to explore Canadians' satisfaction with sport opportunities, perceived barriers to participation, intentions vis-à-vis future participation, as well as their motivations and expectations as they pertain to participation in sport and recreational activity.

2. Methodology

A 15-minute mixed-mode survey (online and telephone) was administered to 9,208 Canadian residents aged 16 years or older from May 10th to July 6th, 2022. The target audience for this survey was participants of organized and non-organized sports, as well as recreational activities, including those who have not participated in sport or recreational activities in the last three years but intend to do so in the future. Two sample sources were used: Advanis' General Population Random Sample (GPRS) panel sample and random digit dialling (RDD). Based on a sample of this size, the results can be considered accurate to within $\pm 1.02\%$, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample and split samples.

3. Highlights

4 in 10 expressed moderate to strong satisfaction with the sport opportunities in their local community; few are dissatisfied.

- The cost of using sport facilities and registering for organized sport programs are the top areas of dissatisfaction among respondents. Exactly one-quarter said they are dissatisfied with the cost to use sport facilities, 24% with the cost of organized sport programs, and 13% with the cost of sport programs available at school.
- Following cost, many were dissatisfied with the facilities available to them: 21% expressed dissatisfaction with the number of sport facilities accessible to them, 13% with the quality of these facilities in their community, and 9% with the quality of these facilities in the schools.

Most are likely to participate in sports in the next 3 to 5 years, including more than one-third who said they are very likely to do so.

- Slightly less than two-thirds of respondents said it is fairly (26%) or very (37%) likely that they will participate in sport in the next 3 to 5 years. Those who expressed satisfied with their sport opportunities were more likely to report a likelihood of future participation in sport (72%) as compared to those who are dissatisfied (64%) or are neither satisfied nor dissatisfied (63%).

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- Among respondents who do not currently participate in sport or recreational activities, 57% are likely to try sports they have never participated in before. Moreover, among those who have participated in organized or non-organized sport in the last 3 years, 56% said it is unlikely they will cease participation in any sport in the future. For those who are likely to quit participating in a sport, the top two reasons offered in explanation were physical injuries (24%) or lack of interest (24%).
- When choosing a sport to participate in in the future, most respondents would be motivated by improved physical fitness (75%) and fun (74%). Following this, half (51%) would look for opportunities for friendship, and 41% would look for relaxation when choosing a sport.

When asked about barriers to participating in sport, cost was mentioned by approximately one-third of respondents.

- Barriers to personally participating in sport included cost, mentioned by 34% of respondents, lack awareness of facilities and sports programs (21%), poor health or fitness (20%), lack interest (19%), ability (17%), and lack of beginner level sport programs (16%). Notably, 18% reported no barriers to participating in sport.
- For those living with a disability, cost (46%) and poor health or fitness (45%) were the most cited barriers to sport participation. Following at a distance, were a lack of awareness (23%), or one's aptitude for sport (22%).

While influences are varied, the ability to be outdoors in nature is a top motivator to future participation in sport.

- Many factors were mentioned as potential influences on future participation in sport, but the ability to be outdoors or in nature (43%) is among the top motivators.
- Following this, approximately three in 10 noted the following influences: the location of sport programs (39%), the cost of the programs (37%), friends and family (35%), an opportunity to engage in social interactions (33%), and opportunities to 'drop-in' or 'pay-to-play' (30%).
- Asked what changes to their personal circumstances *might* encourage their future participation in sport, exactly half mentioned more free time. In addition, 44% said an increase in their fitness levels and 41% said more disposable income might encourage them to participate in sport in the future.

Looking ahead 3-5 years, recreational activities with low risks for personal injury are among the most important elements of sport programs.

- Presented with sets of two items, respondents were asked to identify which among them is of greater importance to them personally. Overall, two-thirds of future sport participants are seeking recreational activities (66%) (as opposed to competitive activities), sports with low potential for injury (66%), and sports that are generally low-risk (66%).

More than one-third have in the past, or currently, volunteer for sport programs.

- Thirty percent of respondents have been a volunteer for a sports program or sports organization and 8% are currently volunteering. An additional 16% have not volunteered in the past but are interested in doing so in the future.
- Among those who have volunteered or plan to in the future, 57% believe training on how to prevent physical injury should be mandatory while half (51%) believe age or stage appropriate skill development should be mandatory training for volunteers.

The majority of respondents anticipate that local sport is intended for fun, recreation, and relaxation and most agree that all levels of sport should receive at least moderate investment from the government.

- Asked what purposes sport will deliver to their local community in the next 3 to 5 years, 79% say sport will serve fun, recreation, and relaxation. Just under two-thirds believe local sport will help residents develop friends and acquaintances (65%) and/or provide opportunities to access sport regardless of income (65%).
- Two-thirds of respondents believe that large-scale international sporting event provide value to Canadians. Reasons offered to explain this point of view included the sense that such events promote a sense of pride and unity (15%), bring communities together (13%), and increase awareness of and exposure to sports and fitness in general (13%). The single largest proportion of respondents (38%) could not offer a reason for why they believe large-scale international sporting events will be valuable to Canadians in the future.
- Overall, most respondents agree that all levels of sport should receive at least moderate investment from the government. Specifically, agreement that the government should place focus on child and youth sports is highest – 58% feel there should be high investment in this area, while one-third feel there should be moderate investment. Fewer agree that a high level of government investment in recreational sport (37% versus 46% who say moderate investment is needed) and elite sport (30% versus 41% who say moderate investment) is needed.

Many respondents agree that inclusion is achieved separating sports programs to ensure fair and safe environments and that sports programs should be designed to welcome everyone to ensure diversity.

- Asked which definition comes closest to describing what inclusion in the context of sports looks like to them, 60% of respondents agreed that “*sports should have separate programs based on age, sex, and ability to ensure that everyone can participate in a fair and safe environment*”. The rest (40%) believe the inclusion in sports programs should have “*mixed-age, mixed-sex, and mixed-abilities...to ensure that everyone feels included*”.
- When asked what diversity might look like in the context of sports, approximately three-quarters (74%) agreed that sports programs “*should be designed to welcome everyone, regardless of things like age, sex, cultural background, religion, or sexual orientation*”. In contrast, one-quarter (26%) believe that diversity in sport programming should “*be designed with specific populations in mind*”.

4. Intended Use of the Results

The findings from this survey will help Sport Canada adapt and prepare for a maximally relevant and responsive sport system, especially considering commitments to increased equity, diversity and inclusion. In particular, the results will inform the Canadian Sport Policy (CSP) renewal priorities, the Equity, Diversity and Inclusion (EDI) review, the Community Sport for All Initiative (CSAI), and foresight work at Sport Canada.

5. Contract Value

The contract value was \$145,333.79 (including applicable tax).

6. Statement of Political Neutrality

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives 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 contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

Introduction

The Department of Canadian Heritage (PCH) commissioned Phoenix Strategic Perspectives (Phoenix SPI) to conduct public opinion research with Canadians on their motivations, intentions, barriers, experiences, and expectations related to future sport participation.

1. Background and Objectives

PCH has embarked on a mission to examine how arts, culture, heritage, and sport programs could be made more accessible to equity-deserving communities in Canada. On August 13, 2021, PCH announced the Community Sport for All Initiative (CSAI). Canadian Heritage's Equity, Diversity and Inclusion (EDI) Review was announced on May 3, 2021. In addition, the renewal of the Canadian Sport Policy (CSP) is currently underway, with a target launch date of February 2023. Sport Canada will be partnering with provinces and territories to conduct consultations on priorities and principles for the next policy.

Public opinion research (POR) was commissioned to complement these efforts. The purpose of the quantitative POR was to collect information on Canadians' perceptions of the future of sports in Canada. The survey was designed to include questions for sport participants as well as future sport participants related to satisfaction, barriers, intentions, motivations, experiences, and expectations that may emerge across several themes, including facility availability and quality, program costs and access, program offerings and areas of focus, program inclusivity, resource allocation by government, and volunteering and training, among others. The main objective of the research was to respond to the overarching question: "What kind of sport will Canadians engage in, and want, over the next decade?"

The findings from this survey are intended to help Sport Canada adapt and prepare for a maximally relevant and responsive sport system, especially considering commitments to increased equity, diversity and inclusion. In particular, the results will inform CSP renewal priorities, the EDI review, the CSAI, and foresight work at Sport Canada.

2. Methodology

A 15-minute mixed-mode survey (online and telephone) was administered to 9,208 Canadian residents aged 16 years or older from May 10th to July 6th, 2022. The target audience for this survey was participants of organized and non-organized sports, as well as participants of recreational activities, including those who have not participated in sport or recreational activities in the last three years but intend to do so in the future. Two sample sources were used: Advanis' General Population Random Sample¹ (GPRS) panel sample and random digit dialling (RDD). The primary sample source was GPRS (and online survey completion); the secondary source was RDD (and interviewer-assisted telephone completion). The two sample sources were needed to ensure the final survey sample contained a sufficient number of Canadians aged 16 and older who reside in the territories. Based on a sample of this size, the results can be considered accurate to within $\pm 1.02\%$, 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample and split samples. For a full description of the methodology, refer to the Appendix: [2. Technical Specifications](#).

¹ GPRS has been developed using random sampling which means it supports statistical testing.

3. Notes to the reader

- All results are expressed as percentages, unless otherwise noted. Throughout the report, percentages may not always add to 100 due to rounding and/or multiple responses being offered by respondents.
- At times, the number of respondents changes in the report because questions were asked of sub-samples of the survey population. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Where base sizes are reported in graphs, they reflect the actual number of respondents who were asked the question.
- When reporting subgroup variations, only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of more than n=30 are discussed in the report, or that are part of a pattern or trend. If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences (for example, if two out of six regions are compared), it can be assumed that significant differences were found only among the categories reported.
- The survey questionnaire is appended: [3. Survey Questionnaire](#).

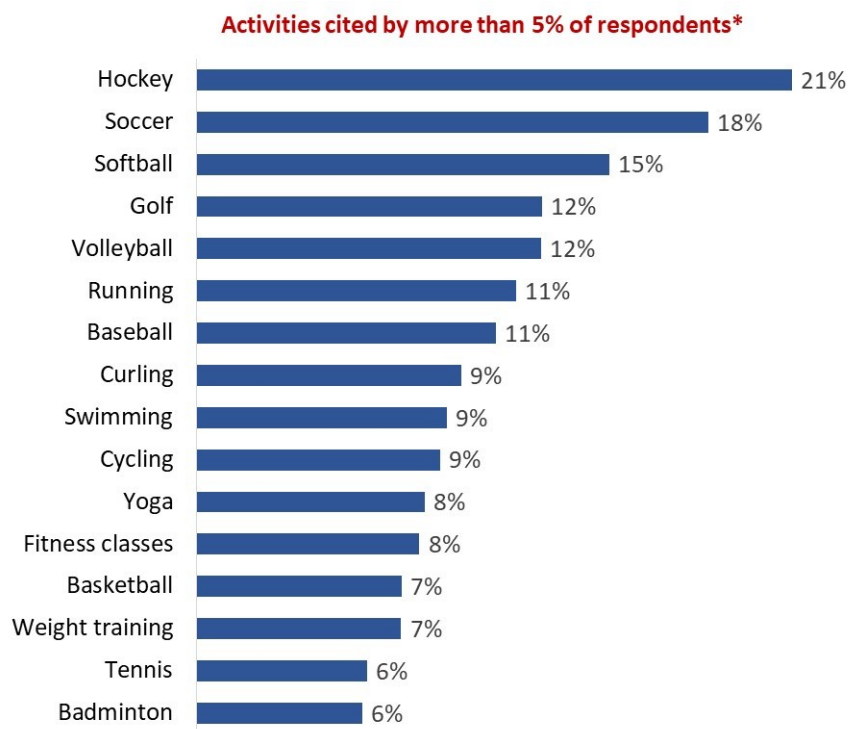
Detailed Findings

1. Sports Profile

One in five have played organized hockey in recent years

Although participation in organized sports is widely varied, the single most popular organized sport mentioned by participants is hockey (21%). Following this, 17% have played organized soccer, while slightly fewer mentioned softball (12%), golf (12%), and volleyball (12%). The full range of responses can be found in [appendix 1](#).

Figure 1: Organized sports taken part in over the last 3 years



Q7A. Please tell us which **organized** sports you have participated in over the last 3 years. Multiple responses accepted. Base: n=1,581; web respondents who have participated in an organized sport in the last 3 years. *The full list can be found in the Annex of the final report.

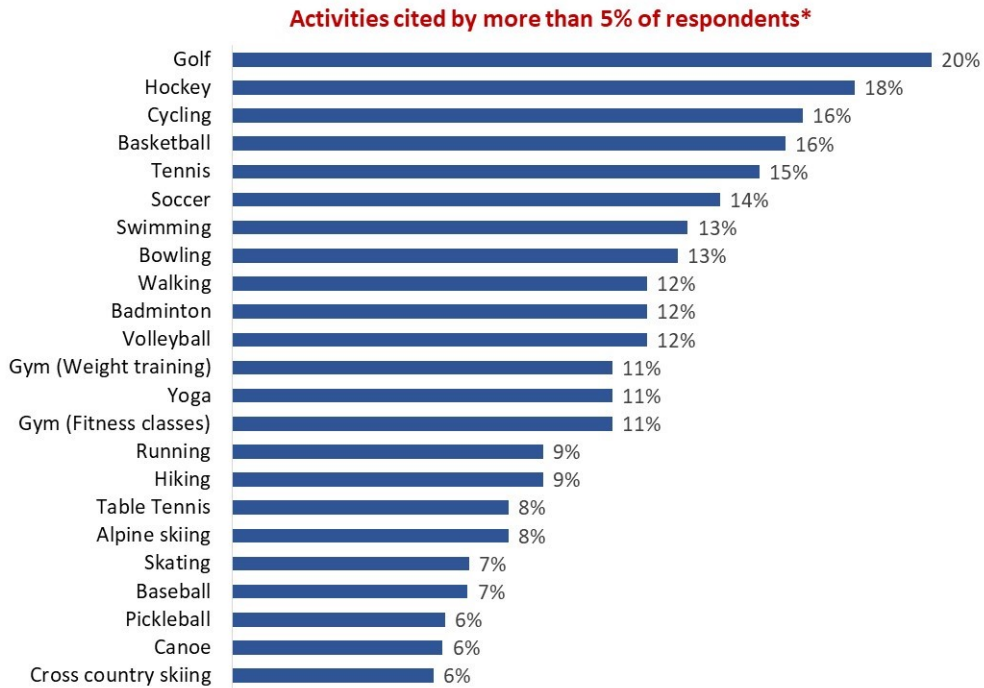
The likelihood of playing hockey as an organized sport was higher among those born in Canada (23% versus 11% of those who immigrated to Canada). Conversely, those who immigrated to Canada (26% versus 16% of those born in Canada) and members of racialized communities (26% versus 16% of members of non-racialized communities) were more likely to report playing soccer as an organized sport.

One in five participate in non-organized golf

Turning focus to non-organized sports, 20% of sport participants have played golf in the last 3 years. This is closely followed by 17% who play hockey, and 16% who cycle. Moreover, basketball (15%)

and tennis (15%) were equally popular. The full range of non-organized sports played by survey respondents can be found in the [appendix](#).

Figure 2: Non-organized sports taken part in over the last 3 years



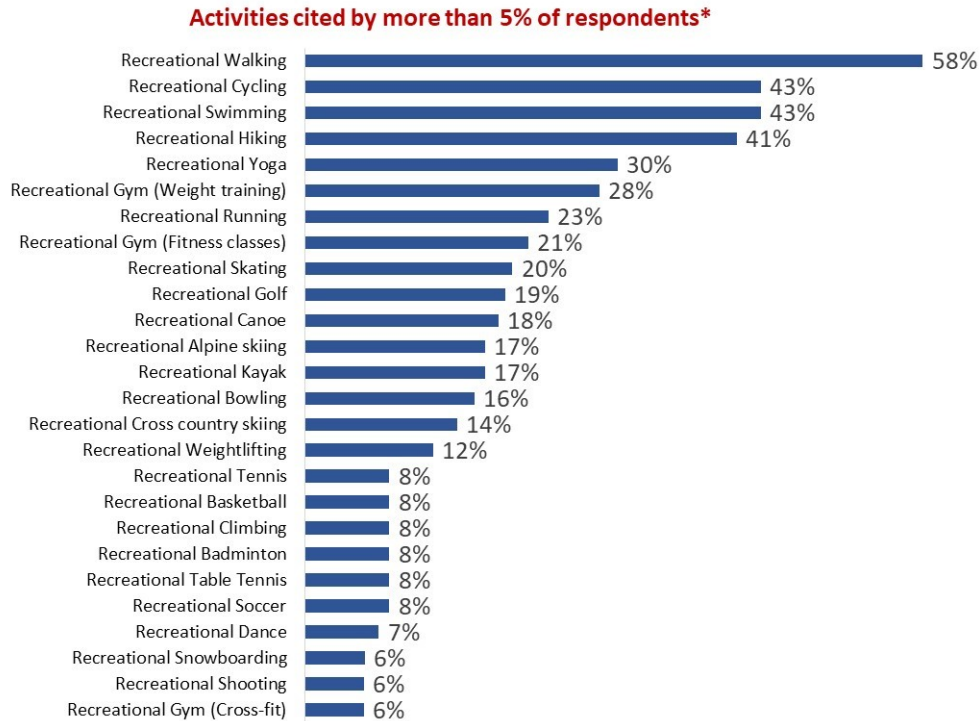
Q7B. Please tell us which **non-organized** sports you have participated in over the last 3 years. Multiple responses accepted. Base: n=1,927; web respondents who have participated in a non-organized sport in the last 3 years. *The full list can be found in the Annex of the final report.

Members of racialized communities were more likely to report playing the following non-organized sports: basketball (23% versus 14% of members of non-racialized communities), soccer (24% versus 12%), badminton (19% versus 11%), and yoga (15% versus 10%).

More than half walk recreationally

Asked which types of physical activities in which they take part recreationally, more than half (58%) of survey respondents said they walk. Recreational cycling (43%), swimming (42%), and hiking (41%) were also popular recreational activities. Following this, a little less than one-third practice yoga (30%), or weight train (28%). The full range of recreational activities can be found at the end of this report in [appendix 1](#).

Figure 3: Recreational physical activities taken part in over the last 3 years



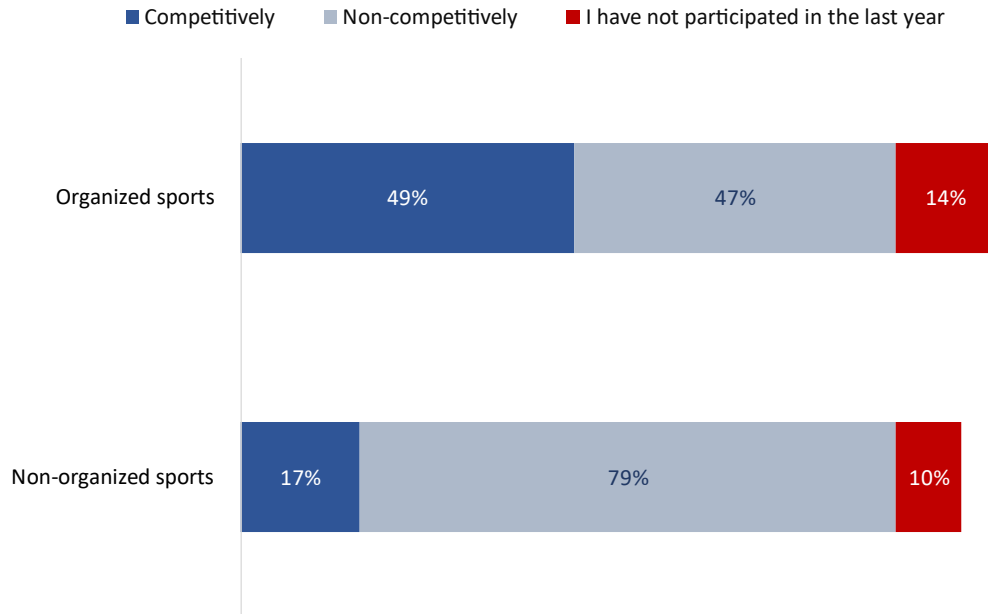
Q7C. Please tell us which recreational physical activities you have taken part in over the last 3 years? Multiple responses accepted. Base: n=6,051; web respondents who have participated in a recreational sport in the last 3 years. *The full list can be found in the Annex of the final report.

Members of racialized communities were less likely than members of non-racialized communities to report taking part in walking (46% versus 61%), swimming (36% versus 44%), hiking (33% versus 43%), yoga (24% versus 31%), skating (21% versus 13%), golf (20% versus 11%), canoeing (20% versus 14%), alpine skiing (19% versus 11%), kayaking (18% versus 11%), and cross country skiing (16% versus 7%). The following recreational activities were more likely to be mentioned by members of racialized communities: gym (cross-fit and weight training), soccer, table tennis and tennis, badminton, and basketball.

Organized sports split amongst competitive and non-competitive participation; participation in non-organized sport is largely non-competitive

Participants who play organized sports are evenly split amongst competitive and non-competitive participation; approximately half (49%) play competitive sports, while an additional half (47%) participate non-competitively. Conversely, the large majority (79%) of those who participate in non-organized sports play non-competitively, with just 17% saying this participation is competitive.

Figure 4: Personal participation in sports in the last year



Q9A/B. In the **last year**, how have you taken part in? Base: n=1,581; web respondents who have participated in an organized sport in the last 3 years. Base: n=1,927; web respondents who have participated in a non-organized sport in the last 3 years.

In terms of those who participate in organized sports, participants with household incomes under \$40,000 are less likely to report that their participation is competitive compared to those with household incomes \$100,000 and above (35% versus 51%). Moreover, slightly more than half (52%) of those who participate in multiple types of sports (organized, non-organized, and/or recreational) say their participation in organized sports is competitive, compared to 38% of those who only play organized sports.

Similarly, among participants of non-organized sports, those who play multiple types of sports (organized, non-organized, recreational) are more likely to report that their participation is competitive (19%) compared to 9% of those who only participate in non-organized sports. Additionally, those who are likely to participate in sports in the future are also more likely to report that their participation in non-organized sports is competitive – 18% compared to 9% of those unlikely to participate in the future.

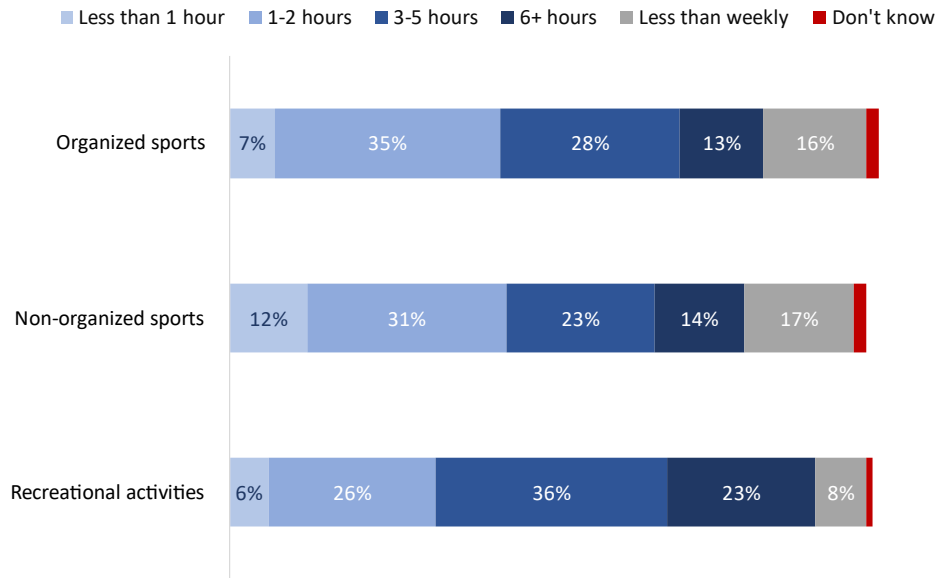
The likelihood of taking part in organized and non-organized sports competitively was higher among men than women (52% took part in organized sports competitively versus 43% of women and 23% took part in non-organized sports competitively versus 8% of women).

Most participate in sport or recreational activities on a weekly basis

More than half the survey respondents who play sports and/or recreational activities reported spending one to five hours per week participating in these sports and activities in the last three years. More specifically, 35% of organized sport participants spend one to two hours per week participating in sport, while 28% spend three to five hours doing so. For those who play non-

organized sports, 31% do so for one to two hours a week and 23% do so for three to five hours a week. Among those who participate in recreational activities, 26% do so for one to two hours weekly, with 36% engaging in such activities three to five hours a week.

Figure 5: Time spent participating in sports and/or recreational activities



Q10. In a typical week, how much time do you spend participating in....? Base: n=1,581; web respondents who have participated in an organized sport in the last 3 years. Base: n=1,927; web respondents who have participated in a non-organized sport in the last 3 years. Base: n=6,092; web respondents who have participated in recreational physical activities in the last 3 years.

Younger participants of organized sports are more likely to spend 1 to 2 hours participating in their respective sport(s) – 37% of participants aged 16 to 34 and 41% of those 35 to 54 devote 1 to 2 hours weekly, compared to those 55 and over who are more likely to spend between 3 to 5 hours (39%), or 6 hours and up (23%). This theme was also consistent across type of participation. That is, when comparing participation in non-organized sports those aged 16 to 34 (33%), and 35 to 54 (35%) devote 1 to 2 hours weekly, while those aged 55 plus spend between 3 to 5 hours (30%), or 6 hours and above (29%) in these non-organized sports. Again, the same is true among participation in recreational activities, 29% of participants over the age of 54 spend 6 or more hours a weekly in these activities.

Outdoor facilities are more common across all types of sports and recreation

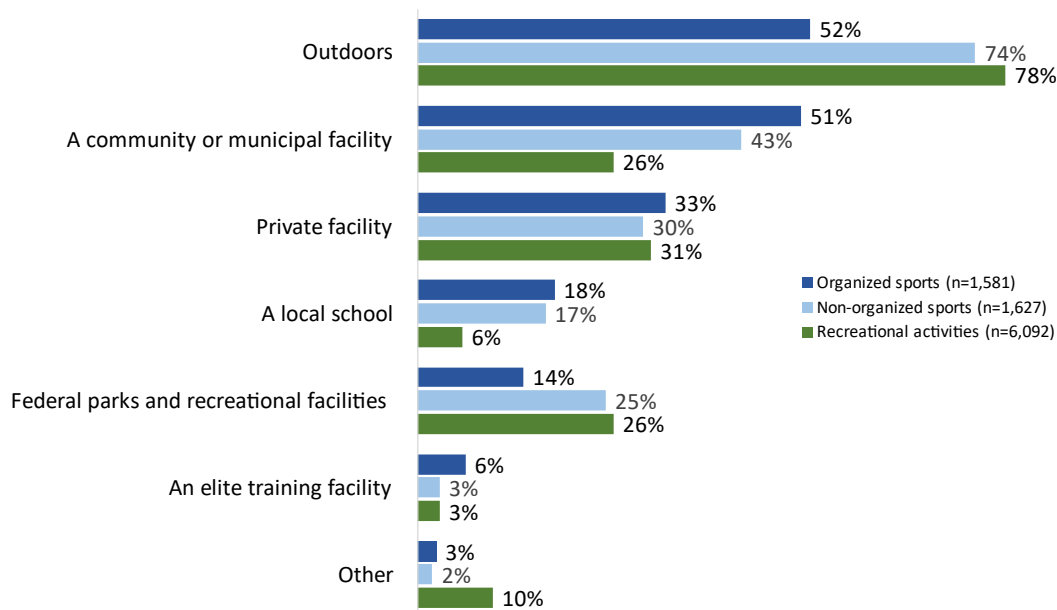
The type of facility in which sports and recreational activities take place varied, from outdoors at the top of the list to an elite training facility, which was mentioned with the least frequency. Those who participated in organized sports over the last three years were most likely to say these sports took place outdoors (52%) or at a community or municipal facility (51%). Following this, one-third (33%) mentioned a private facility, 18% a local school, 14% a federal park or recreational facility, and 6% an elite training facility.

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Nearly three-quarters (74%) of those who took part in non-organized sports said these sports took place outdoors. This is followed by a community or municipal facility (43%), a private facility (30%), a federal park or recreational facility (25%), a local school (17%), and an elite training facility (3%).

Among those who took part in recreational activities, more than three-quarters (78%) said these activities took place outdoors. Three in ten (31%) took part in recreational activities at a private facility, while one-quarter each mentioned a community or municipal facility (26%) or a federal park or recreational facility (26%). Six percent participated in recreational activities at a local school and 3% at an elite training facility.

Figure 6: Type of facility in which sport/activity most often took place



Q11. Thinking about the organized sport/non-organized sport/recreational activity you've participated in over the past 3 years, in what type of facility did the sports most often take place? Base: web respondents who have participated in an organized sport/non-organized sport/recreational activity in the last 3 years.

The following subgroups are more likely to report outdoor participation of organized sports:

- Participants in British Columbia (60%), compared to those in Atlantic Canada (45%), Quebec (48%), Saskatchewan/Manitoba (49%), and Alberta (49%);
- Younger participants, aged 16 to 34 (56%), as compared to 48% of those 55 and up; and
- Those participating in multiple sport types (55%), compared to 44% of those who only play organized sports.

Those who play non-organized sports and are neither satisfied nor dissatisfied (81%) or are satisfied (74%) with the sports opportunities in their community are significantly more likely to report that their sport took place outdoors (compared to 65% who are dissatisfied with sport opportunities). Moreover, those aged 16 to 34 are also more likely to report that their sport took place outdoors (77%) compared to 69% of those aged 55 and up who also participated outdoors.

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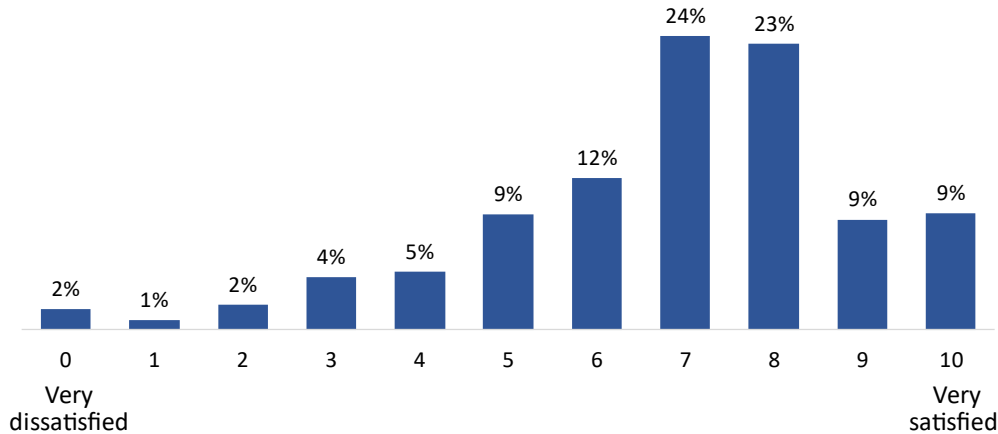
Among those who participate in recreational activities, 33% of those aged 16 to 34 and 28% of those aged 35-54 say this took place at a federal park or recreational facilities, while just 20% of those aged 55 and over said the same. The same is true about participation in private facilities: 39% of those 16 to 34, and 30% of those 35-54 participated in recreational activities at a private facility, compared to 27% who are 55 and over.

2. Satisfaction with Current Sport Opportunities

Moderate level of satisfaction with life

Asked to rate their current satisfaction with life as a whole on an 11-point scale, where 0 was very dissatisfied and 10 was very satisfied, approximately three-quarters (77%) of respondents rated their satisfaction above the mid- or neutral point. Specifically, respondents gave an average rating of 6.8 out of 10 when asked how they feel about their life at this point in time.

Figure 7: Life satisfaction



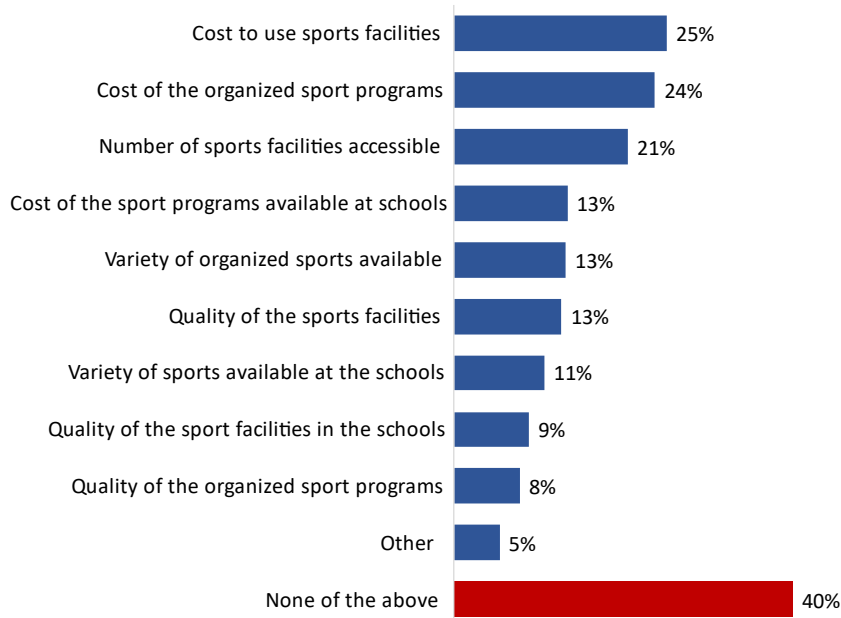
Q19. Using the scale below, how do you feel about your life as a whole right now? Base: n=9,057; all web respondents.

Sport participants are more likely to report a high degree of life satisfaction (45% offered scores of 8-10), compared to 30% of non-participants and 31% of future participants. This is also true among those who are satisfied with sport opportunities in their community: 50% report overall life satisfaction, while just 22% of those dissatisfied with their sport opportunities. Life satisfaction also increased with age – more than half (51%) of those who are 55 and older report satisfaction in life, compared to one-third of those 16 to 34 (32%) and 35 to 54 (36%). Additionally, for those with children, participants who have childcare within their household are more likely to report life satisfaction (40%) compared to those without such childcare (32%).

Many are satisfied with all aspects of sports in their community; those dissatisfied point to cost as a barrier

Four in 10 respondents are not dissatisfied with any aspect of sport in their community. Among those who pointed to specific aspects of dissatisfaction, cost and facilities were the main points of contention. Exactly one-quarter said they are dissatisfied with the cost to use sport facilities, 24% with the cost of organized sport programs, and 13% with the cost of sport programs available at school. Turning to facilities, 21% expressed dissatisfaction with the number of sport facilities accessible to them, 13% with the quality of these facilities in their community, and 9% the quality of these facilities in the schools.

Figure 8: Dissatisfaction with aspects of sport in the community



Q20. Thinking about sport in your community, with which of the following are you dissatisfied? Multiple responses accepted. Base: n=9,208; all respondents (phone and web).

Parents are more likely to report almost all of the elements listed above in figure 8 as items of dissatisfaction about sports in their community compared to non-parents. Similarly, those under the age of 55 are also significantly more likely to report dissatisfaction on nearly all elements as compared to those over the age of 55.

Current and future sport participants are more likely to report dissatisfaction with the following compared to non-participants:

- The cost to use sport facilities in their community – 27% of participants and 26% of future participants, compared to 18% of non-participants;
- The number of sports facilities accessible to them – 22% of participants and 25% of future participants compared to 11% of non-participants;
- The variety of organized sports available in their community – 14% of participants, and 19% of future participants compared to 8% of non-participants; and

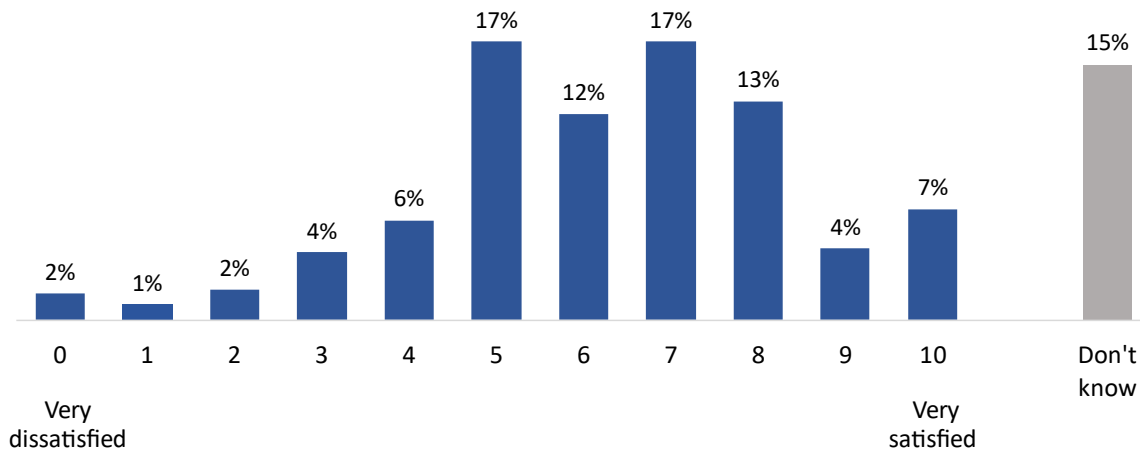
- The quality of the sports facilities – 14% of participants and 13% of future participants compared to 8% of non-participants.

Gender differences were not large, but they were significant in several areas. Women were more likely than men to report dissatisfaction with the cost to use sports facilities in their community (26% versus 24%), the cost of organized sport programs in their communities (26% versus 21%), and the variety of organized sports available in their community (14% versus 12%). Men, on the other hand, were more apt to express dissatisfaction with the quality of sports facilities in their community (14% versus 11% of women) and in schools (10% versus 8%), as well as with the quality of organized sport programs in their community (9% versus 7%).

Varied satisfaction with sport opportunities within community

Participant satisfaction with sport opportunities within their community is varied, though most tend to be neutral or satisfied.

Figure 9: Satisfaction with sport opportunities within community



Q21. Overall, how satisfied or dissatisfied are you with the sport opportunities in your local community? Base: n=9,208; all respondents (phone and web).

Current participants (26%) were more likely to report being satisfied with the sport opportunities in their community compared to non-participants (17%) and future participants (16%). Along with current sport participants, those aged 55 and over (29%) were more likely to report a level of satisfaction with their sport opportunities as compared to those 16 to 34 (19%) and 35 to 54 (22%).

Cost of sport facilities and organized sport programs among largest barriers to access for those living with disabilities

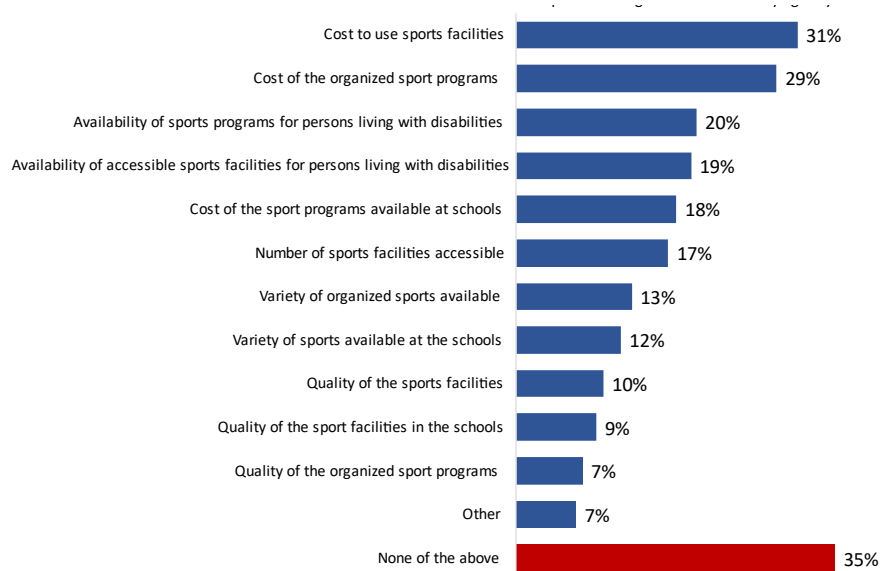
Thirty-one percent of sport participants living with disabilities are dissatisfied with the cost to use these facilities. A similar proportion also pointed to a dissatisfaction with the cost of organized sport programs (29%). Following this, about one in five mentioned the following: availability of sports programs for persons living with disabilities (20%), availability of accessible sports facilities for

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persons living with disability (19%), costs of the sport programs (18%), and the number of sports facilities accessible (17%).

Worthy of note is 35% of participants living with disabilities who noted 'none of the above'.

Figure 10: Dissatisfaction with aspects of community sport among persons living with disabilities



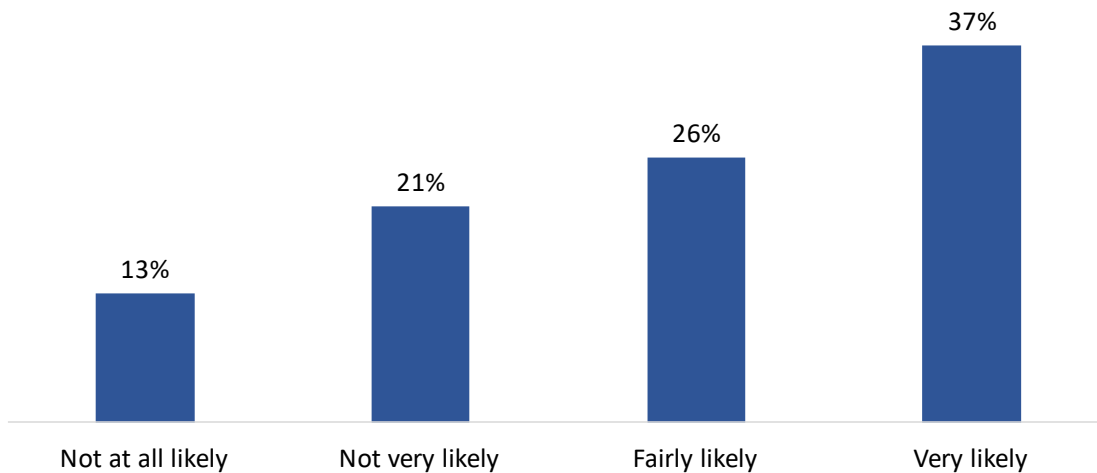
Q20. Thinking about sport in your community, with which of the following are you dissatisfied? Multiple responses accepted. Base: n=1,189; respondents living with a disability (phone and web).

3. Future Sport Participation

Most are likely to participate in sports in the next 3 to 5 years; more than one-third are very likely to do so

Nearly two-thirds of respondents (63%) said it is likely that they will participate in sport in the next three to five years. More specifically, one-quarter (26%) are fairly likely to do so, and 37% are very likely to continue or commence participation. In all, 34% are not very or not at all likely to participate in sport in the future.

Figure 11: Likelihood of personally participating in sport in 3 to 5 years



Q66. Looking ahead 3 to 5 years, how likely is it that you will participate in sport? Base: n=9,208; all respondents (phone and web). [Don't know: 3%]

Those who are satisfied with their sport opportunities are more likely to report a likelihood of future participation in sport (72%) compared to those who are dissatisfied (64%) or are neither satisfied nor dissatisfied (63%). Moreover, those who believe large-scale international sporting events are fairly or very valuable are more likely to report an intention to participate in the future (67%) as compared to about half (56%) who believe these large-scale events offer little to no value.

The intention to participate in sport in the future is higher among those aged 16 to 34 (67%) and 35 to 54 (70%) compared to those aged 55 and over (55%).

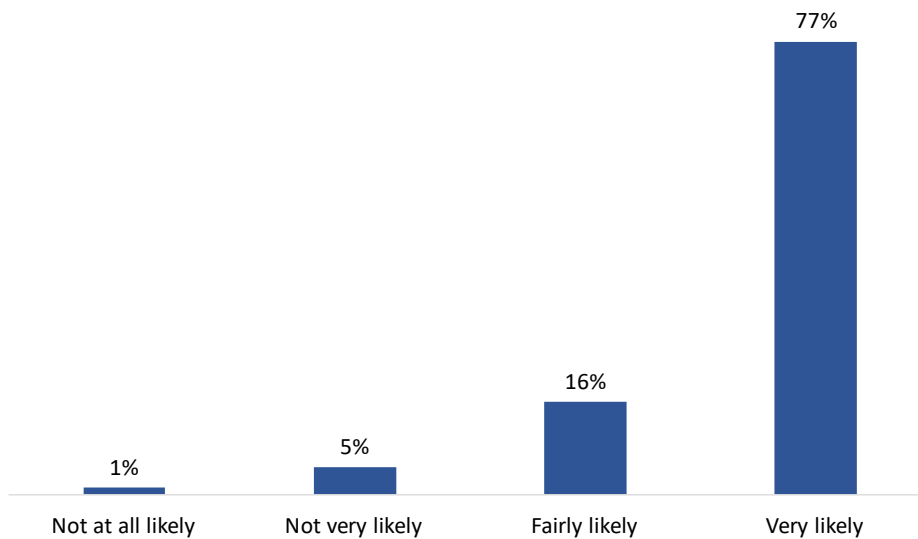
Parents without childcare in the household are more likely to say they are unlikely to participate in sport in the future (31%) compared to those with childcare within the household (24%).

Compared to women, men were more apt to say it is very likely that they will participate in the sport in the next 3 to 5 years (43% versus 32% of women).

Vast majority of children likely to participate in sport in the next 3 to 5 years

The large majority of parents surveyed said it is likely that their child/children will participate in sport in the next three to five years. Specifically, 77% said it is very likely that their child/children will participate in sport, and an additional 16% said this is fairly likely. Very few (6%) said it is not very or not at all likely that their child/children will participate in sport in the future.

Figure 12: Likelihood of children participating in sport in 3 to 5 years



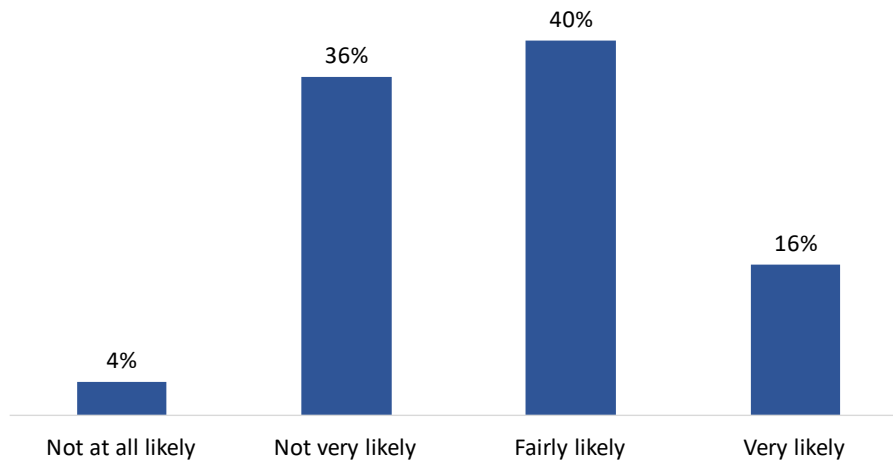
Q67. Looking ahead 3 to 5 years, how likely is it that your child/ren will participate in sport? Base: n=2,379; web respondents who are parents. [Don't know: 1%]

Almost all parents with childcare in the household (94%) say their child or children are likely to participate in sport in the future, compared to those without household childcare (87%). Moreover, those with household incomes \$100,000 and above are more likely to report likely future participation in sport for their children (94%) compared to those with household incomes below \$40,000 (85%).

More than half likely to try new sports within the next 3 to 5 years

Among future sport participants, just over half said they are likely to try sports they have never participated in before in the next three to five years. This includes 16% who are very likely to try a new sport and 40% who are fairly likely to do so. Conversely, 4% of future sport participants are not at all likely to try a new sport, and 36% are not very likely to do so.

Figure 13: Likelihood of personally participating in a new sport in 3 to 5 years



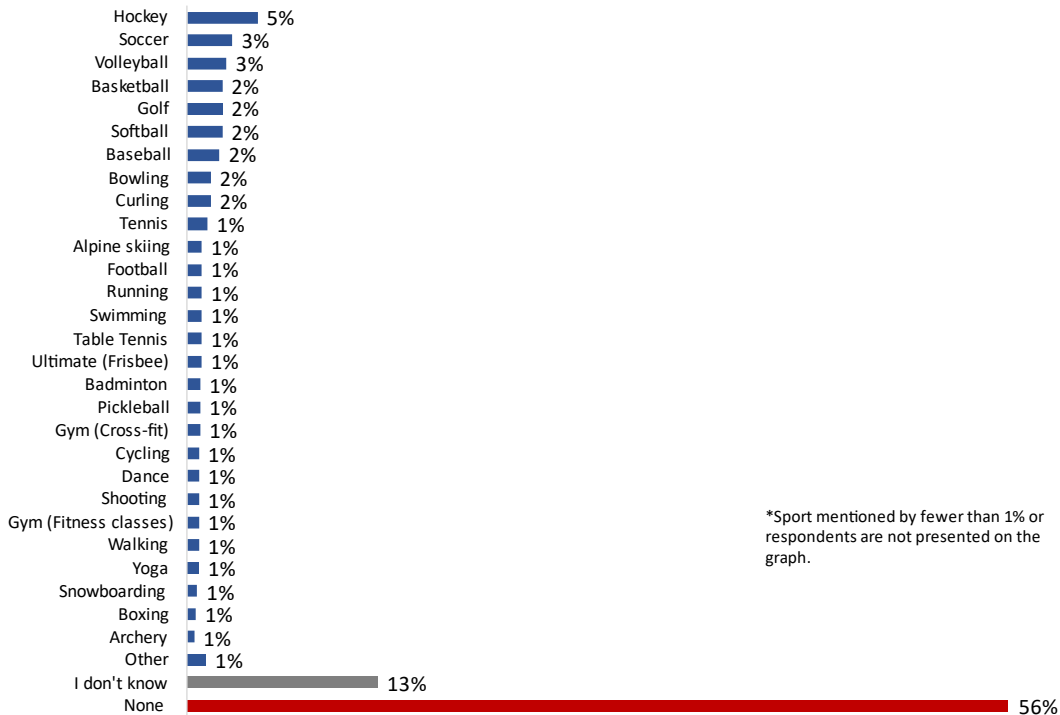
Q24. Still looking ahead 3 to 5 years, how likely is it that you will try sports that you have never participated in before?
Base: n=5,490; future sport participants (phone and web). [Don't know: 4%]

Younger participants aged 16 to 34 (62%) and 35 to 54 (58%) are more likely to try a new sport in the future (compared to 51% of those aged 55). Additionally, those who live in urban settings are also more likely to predict future participation in a new sport (57%) compared to those in rural areas (49%).

More than half unlikely to stop participating in a sport within the next 3 to 5 years

Respondents who have participated in an organized or non-organized sport in the last three years were asked which sport, if any, they are likely to stop in the future. The single largest proportion (56%) are unlikely to cease participation in any sport in which they currently participate. Though still uncommon, the sports mentioned with the highest frequencies are hockey (5%), soccer (3%), and volleyball (3%). Other sports are mentioned in fewer numbers below in figure 14.

Figure 14: Sports participants are likely to stop in the future



Q28. Still looking ahead 3 to 5-years, which sports are you likely to stop participating in? Multiple responses accepted. Base: n=2,708; web respondents who have participated in an organized or non-organized sport in the last 3 years.

There are no subgroup differences to report.

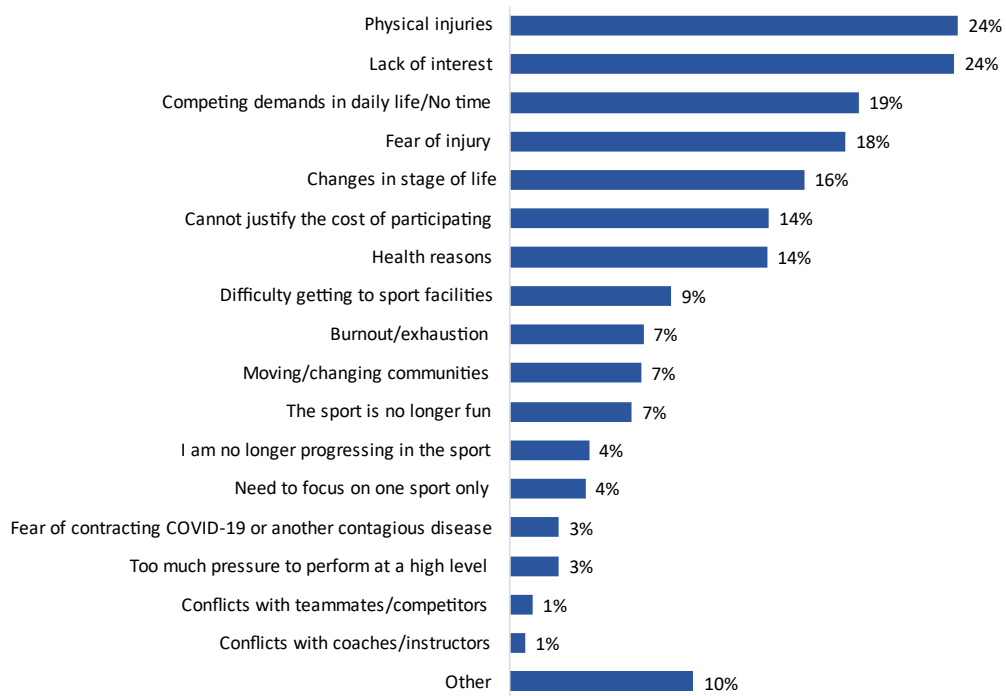
One-quarter likely to stop participating due to physical injuries and lack of interest

Asked why they are likely to stop participating in a sport in the future, one quarter said this is due to physical injuries (24%), or a lack of interest (24%). Moreover, 19% have competing demands in daily life, while another 18% fear injury. Slightly fewer reported changes in life stage (16%), inability to justify the cost (14%), or plan to cease participation for other health reasons (14%).

Younger participants aged 16 to 34 are significantly more likely to predict ceasing participation due to a lack of interest (32%), compared to just 19% of those 35 to 54 and 17% of those 55 and over. Moreover, these participants along with those 35 to 54 (23% each) are also more likely to report competing demands in life (compared to 6% of those 55 and over). Conversely, older adults are more likely to report an end in participation due to physical injuries: 34% of those 55 and over, and 30% of those 35 to 54 compared to just 12% of those aged 16 to 34.

Men are more likely to stop participating in sport in the future due to physical injuries: 26% cited this as a reason for stopping compared to 17% of women.

Figure 15: Reasons for likely stopping participating in a sport

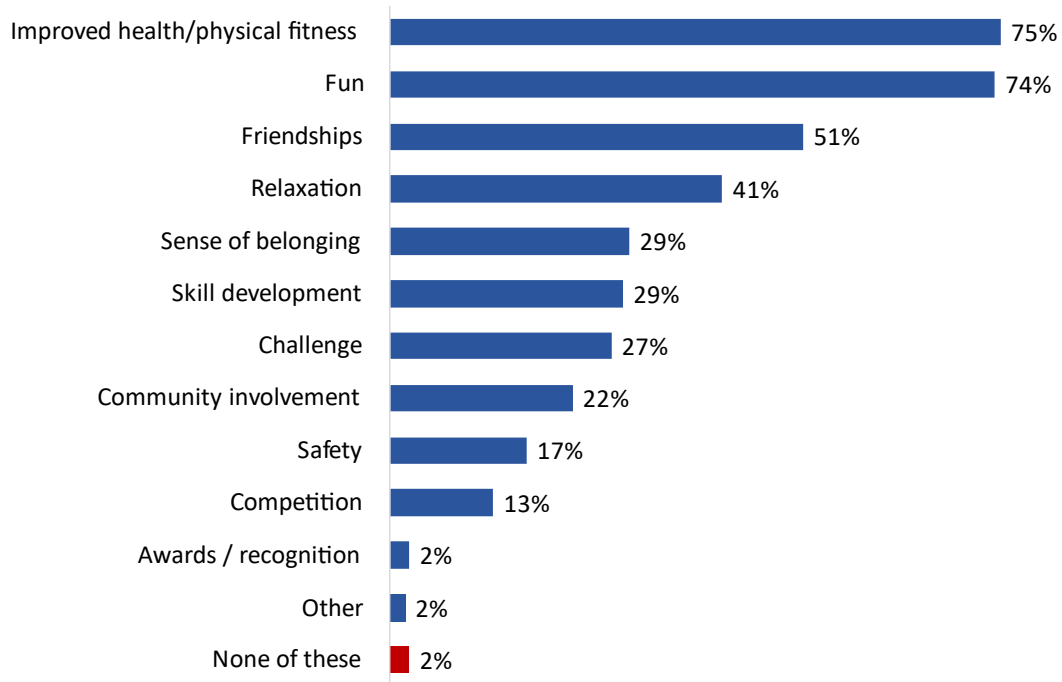


Q29. Why are you likely to stop participating in this/these sport(s)? Multiple responses accepted. Base: n=846; web respondents likely to stop participating in one or more sports. [Don't know: 3%]

Most motivated to participate in sport due to improved physical fitness and fun

Asked what *might* motivate them to participate in sport in the future, three-quarters each pointed to the opportunity for improved health and physical fitness (75%) and fun (74%). Following this, half (51%) would look for friendship when choosing a sport to participate and 41% would look for relaxation should they decide to participate in sport. Many others are motivated by a sense of belonging (29%), skill development (29%), or a personal challenge (27%).

Figure 16: Potential motivators for participating in sport in the future



Q30A. In the future, if you decided to participate in sport, what would you look for when choosing a sport to participate in? Multiple responses accepted. Base: n=9,208; all respondents (phone and web).

Parents without childcare in the home are more likely to report a sense of belonging (37%) as a motivator for future participation, compared to 29% of parents with childcare in the household. Moreover, those without household childcare are also more likely to report safety as a motivator (20% versus 14%).

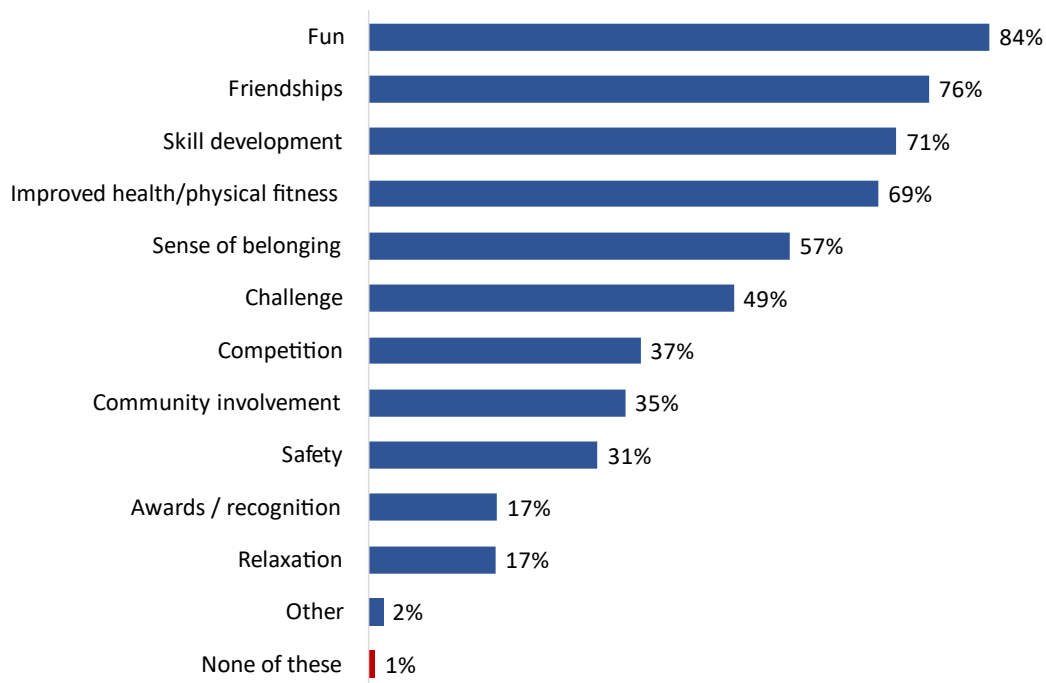
Current (32%) and future sport participants (21%) are significantly more likely to report being motivated by personal challenge as compared to non-participants (9%). They are also more likely to report community involvement as an important motivator – 27% of future participants, and 24% of current participants cite this as a motivator versus 15% of non-participants.

Women are more likely than men to report being motivated by the following: improved health and fitness (79% versus 72% of men), fun (76% versus 73%), a sense of belonging (34% versus 25%), and safety (20% versus 13%). In contrast, men are more apt to be motivated by challenge (32% versus 23% of women) and competition (18% versus 8%).

Fun and friendship strongest motivators among children when choosing a sport

Asked what their child or children might look for when choosing a sport to participate in in the future, most parents reported fun (84%) and friendship (76%) as top motivators. Following this, many also pointed to skill development (71%), improved health and physical fitness (69%), and a sense of belonging (57%) as important motivators.

Figure 17: Potential motivators for children participating in sport in the future



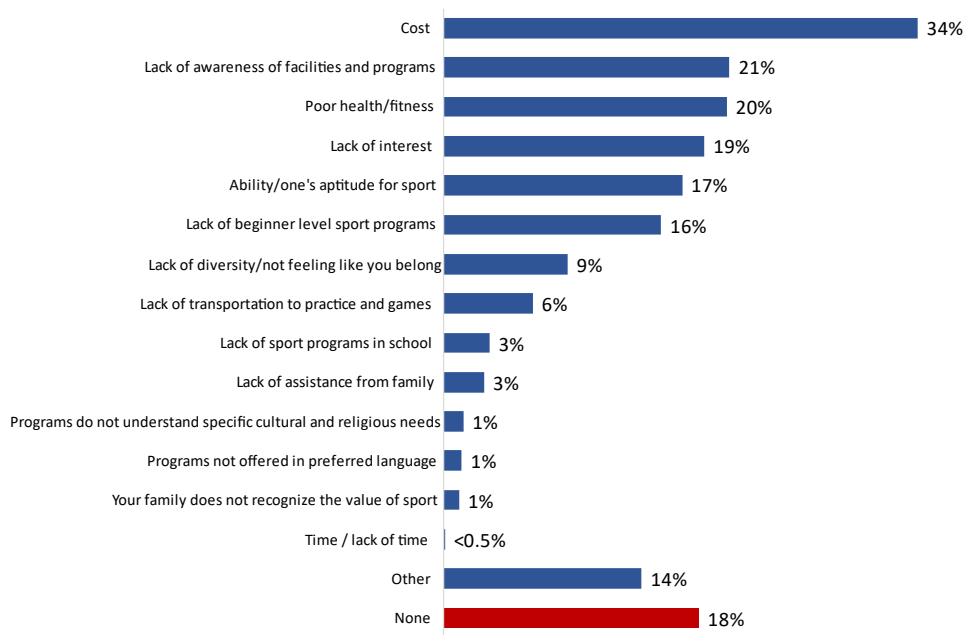
Q30B. In the future, if your child/ren decided to participate in sport, what would they look for when choosing a sport to participate in? Multiple responses accepted. Base: n=2,379; web respondents who are parents.

Compared to non-participants and future participants, parents who currently participate in sports are more likely to report the following motivators: fun (86%), friendships (79%), and challenge (53%). Moreover, they are also more likely than non-participants to report being motivated by skill development (73%), improved health (71%), competition (39%), and community involvement (36%).

One-third report cost as a barrier to personal participation in sport

Asked what barriers they *might* face when considering participating in sport, one-third (34%) reported cost as a factor. Following this, about one in five lack awareness of facilities and sports programs (21%), have poor health or fitness (20%), or lack interest (19%). A number of respondents also note their aptitude for sport (17%), and a lack of beginner level sport programs (16%) as significant barriers to their participation.

Figure 18: Barriers to personally participating in sport



Q31A. What barriers, if any, are there to participating in sport for you personally? Multiple responses accepted. Base: n=9,208; all respondents (phone and web).

Those with higher household incomes are less likely to report cost as a barrier to participation in sport. Specifically, one-quarter (26%) of those earning \$100,000 and above cite this versus half (51%) of those with a household income below \$40,000, 40% of those with an income ranging from \$40,000 and \$79,999, and 35% of those earning \$80,000 to \$99,999. Cost is also a significant barrier to younger respondents – 44% of respondents aged 16 to 34 and 38% of 35-to-54-year-olds cite this as a barrier, versus just 24% of adults over the age of 55. Conversely, older adults are more likely to report poor health or physical fitness as barriers (24% among those 55+).

Respondents living with disabilities are significantly more likely to note the following as barriers to their participation in sport:

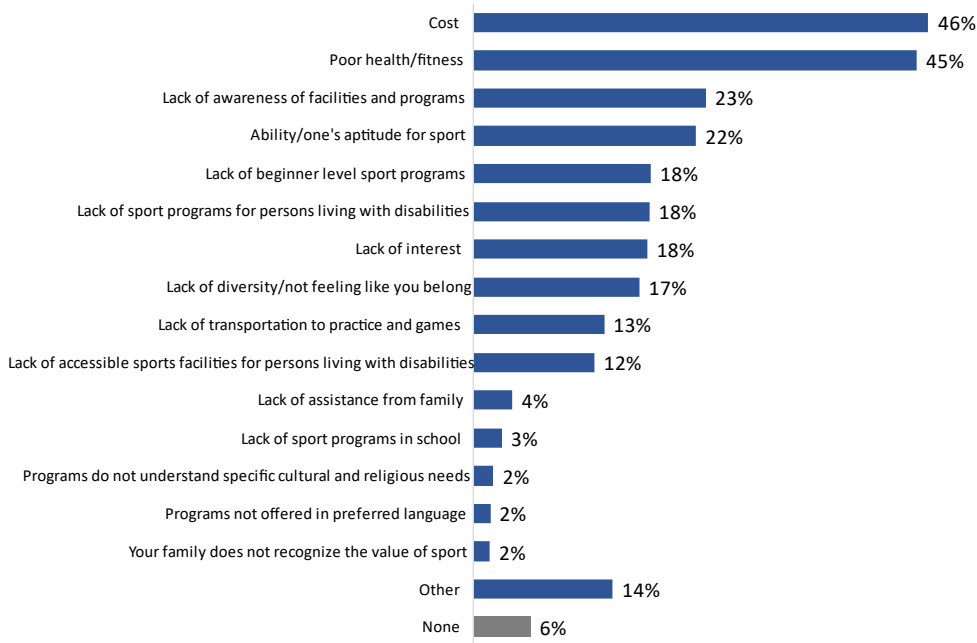
- Cost (46% compared to 32%);
- Lack of awareness of facilities and programs (24% versus 20%);
- Poor health and fitness (44% versus 17%);
- Ability/aptitude for sport (23% versus 16%); and
- Lack of beginner-level sport programs (18% versus 15%).

Turning to gender differences, women are more likely to point to cost as a barrier (37% versus 31% of men), as well as lack of awareness of facilities and programs (22% versus 19%), poor health or fitness (22% versus 18%), ability/aptitude for sport (22% versus 12%), lack of beginner level sport programs (20% versus 11%), and lack of diversity (10% versus 7%), among other barriers.

Cost and poor physical fitness top barriers to participation among those living with disabilities

For those living with a disability, cost (46%) and poor health or fitness (45%) are the most common barriers to sport participation. Following at a distance are a lack of awareness (23%), or one's aptitude for sport (22%) as barriers to participation. In addition, 18% of respondents reported each of the following as a potential barrier: lack of beginner level sport programs, lack of sport programs for persons living with disabilities, and lack of interest.

Figure 19: Barriers to participating in sport for persons living with disabilities

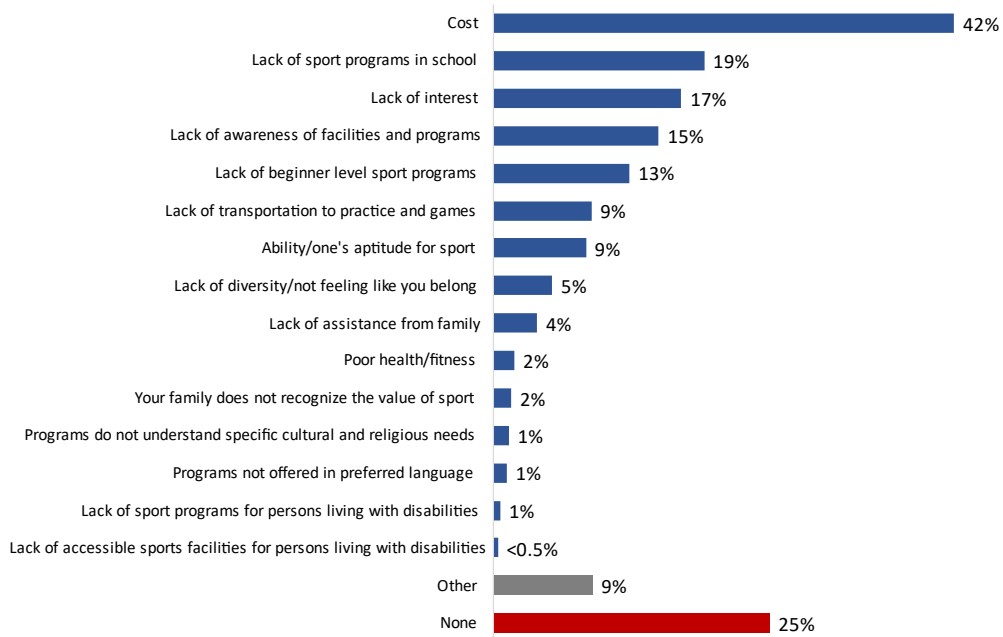


Q31A. What barriers, if any, are there to participating in sport for you personally? Multiple responses accepted. Base: n=1,189; respondents living with a disability (phone and web).

Cost is the top barrier to participation in sport for children

As has been the theme across various subgroups of participants, cost remains a significant barrier to sport participation among children – 42% of parents cited cost as a barrier. Other barriers are mentioned with lesser frequency and include lack of sport programs in school (19%), lack of interest (17%) and a lack of awareness of facilities and programs (15%). Worthy of mention is one-quarter (25%) who report their children face no barriers to sport participation.

Figure 20: Barriers to participation in sport for children



Q31B. What barriers, if any, are there to participating in sport for your child/ren? Multiple responses accepted. Base: n=2,379; web respondents who are parents.

Parents who are future participants are more likely to report a lack of sport programs in school (28%) as a barrier to their child or children’s participation, compared to 19% of current participants and 11% of non-participants.

Those who are dissatisfied with sport opportunities within their community are significantly more likely to cite cost as a barrier to their child’s participation in sport – 61% of which say cost is a barrier, compared to fewer than half (48%) of those who are neither satisfied nor dissatisfied with sport opportunities, and 35% of those satisfied with opportunities offered.

4. Factors Influencing Future Participation in Sport

While influences are varied, ability to be outdoors in nature top motivator to future participation

Many factors are mentioned as potential influences on future participation in sport, but the ability to be outdoors or in nature (43%) is among the top motivators. Following this, approximately three in 10 noted the following influences: the location of sport programs (39%), the cost of the programs (37%), friends and family (35%), an opportunity to engage in social interactions (33%), and opportunities to 'drop-in' or 'pay-to-play' (30%). About one-quarter mentioned they would be influenced by sport opportunities specifically for beginners (27%), and the ability to train locally (25%).

Figure 21: Factors that might influence future participation in sport



Q32A. Looking ahead 3 to 5 years, what factors might influence your decision to participate in a sport? Multiple responses accepted. Base: n=9,208; all respondents (phone and web).

Current and future sport participants are more likely to cite many of the items above as potential influences on their decision to participate in sport. Specifically, current (48%) and future sport participants (35%) are much more likely to cite the ability to be outdoors or in nature as a motivator compared to non-participants (24%). Moreover, current (43%) and future participants (39%) are more likely to report the location of the sport program as a factor, compared to non-participants (20%). The opportunity to engage in social interactions with others is also more important to these respondents (36% among current, 34% among future participants) compared to non-participants (19%).

For those living with disabilities, cost of sport programs is more likely to influence their decision to participate (44%) compared to 36% of those without disabilities. Conversely, those living without

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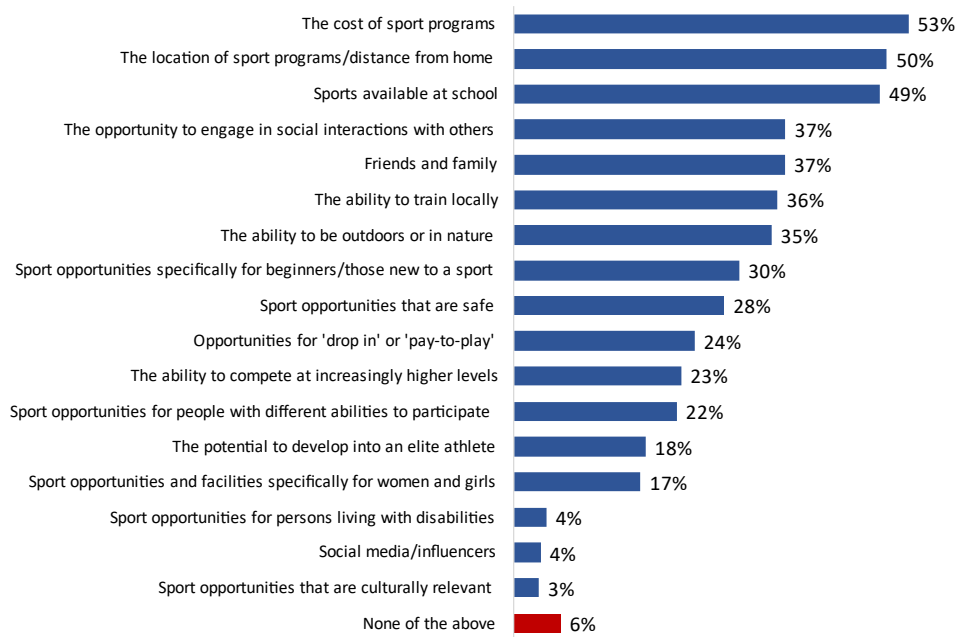
disabilities are more likely to report being outdoors or in nature (44% versus 39%) as a factor, along with friends and family (36% versus 27% living with disabilities).

The following are more likely to influence the decision of women to participate in a sport: the ability to be outdoors or in nature (46% versus 40% of men), proximity to sport programs to home (42% versus 37%), the cost of sport programs (39% versus 34%), opportunities for ‘drop in’ or ‘pay-to-play’ (33% versus 27%), opportunities specifically for beginners (35% versus 19%), sport opportunities for people with different abilities (25% versus 18%), opportunities specifically for seniors (19% versus 14%), and sport opportunities that are safe (25% versus 3%). Men are more apt to point to friends and family (37% versus 34% of women) and the ability to compete at increasingly higher levels (7% versus 4%).

Cost, distance from home, and sports availability in schools most common factors influencing children’s future participation in sport

Asked what factors *might* influence their decision to enroll their child/children in a sport in the next three to five years, approximately half of the parents surveyed mentioned cost (53%), location of the sport program (50%), and sport availability at school (49%) as top influences. Following at a distance were the opportunity to engage in social interactions (37%), friends and family (37%), the ability to train locally (36%), and the ability to be outdoors or in nature (35%).

Figure 22: Factors that might influence children’s future participation in sport



Q32B. Looking ahead 3 to 5 years, which of the following factors might influence your decision to enroll your child/ren in a sport? Multiple responses accepted. Base: n=2,379; web respondents who are parents.

For parents who are future participants, cost plays a larger influence on their decision to enroll their children in a sport – 64% cite the cost as an influence, while about half of current participants (53%) and non-participants (51%) agreed. Compared to non-participants, current participants are more

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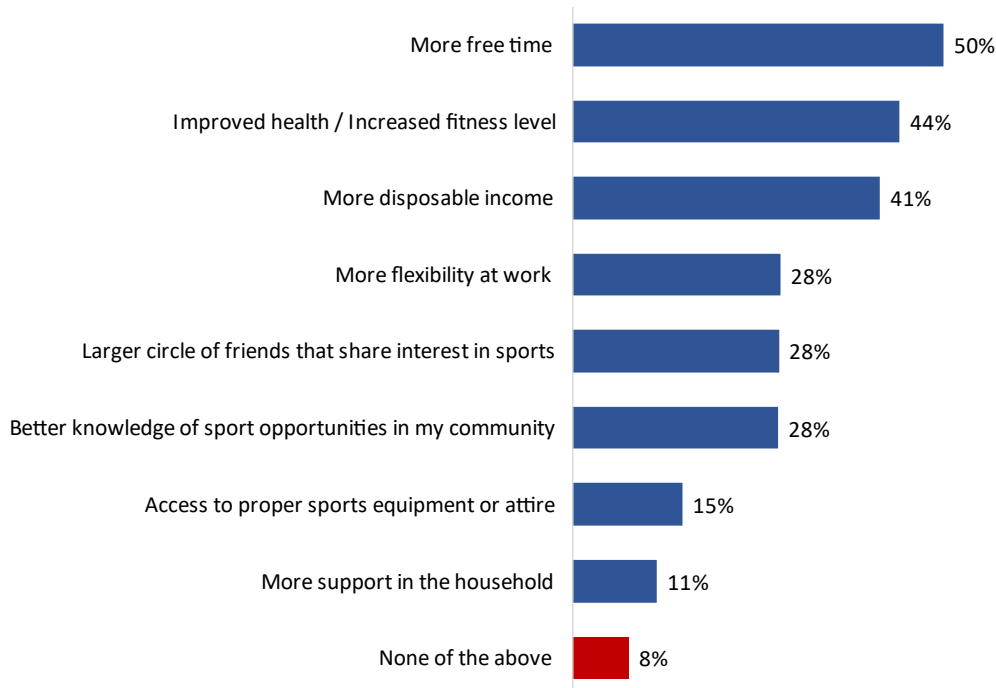
likely to list a wide array of influences, including the following: the location of the program (53% versus 38%), sports available at school (53% versus 34%), the opportunity to engage in social interactions (38% versus 28%), the ability to train locally (38% versus 22%), and the ability to be outdoors or in nature (37% versus 27%).

Those with an income \$100,000 and above are more likely to cite the location of the sport program (54%) as an influence on their child's participation as compared to all other income ranges. For those with a household income below \$100,000, cost is more likely to be an influencing factor.

Many would be encouraged with changes to free time, improved health, and disposable income

Asked what changes to their personal circumstances *might* encourage their future participation in sport, exactly half mentioned more free time. Following free time, 44% mentioned an increase in their fitness level or improved health, and 41% pointed to more disposable income. Just over one-quarter felt that more flexibility at work, a larger circle of friends, and better knowledge of sport opportunities (28% among each) would encourage them to participate in sport in the future.

Figure 23: Changes to personal circumstances encouraging future participation in sport



Q34. Still looking ahead 3 to 5 years, what changes to your personal circumstances would encourage you to participate in sport? Multiple responses accepted. Base: n=9,208; all web respondents and a sample of phone respondents. [Don't know: 4%]

Approximately two-third of respondents aged 16 to 34 (67%) and 35 to 54 (64%) say additional free time would encourage them to participate in sport. In comparison, just 28% of those over the age of 55 said the same. Moreover, around half of those aged 16 to 34 (57%) and 35 to 54 (47%) say more disposable income would encourage participation. Additionally, while 47% of 16-to-34-year-olds report more flexibility at work would encourage them to participate, just 9% of those 55 and

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over say the same. For older individuals – those aged 55 and over (49%) and those 35-54 (42%) – improved fitness levels are likely to encourage participation.

For parents without childcare in the household, 59% would be encouraged to participate with access to more disposable income – this is compared to 49% of those with childcare at home. Similarly, parents are more likely to cite more free time as a potential encouragement to their participation (68%) compared to non-parents (44%).

Among men, 52% would be encouraged by more free time as compared to 49% of women. Women, on the other hand, are more likely to mention improved health and fitness levels (46% versus 42% of men), better knowledge of sport opportunities in their community (30% versus 26%), and more support in the household (14% versus 10%).

Varied views on changes to sport programming to encourage participation; many are seeking more flexible program schedules

Though varied in their responses, asked what changes they would like to see to sport programming to help encourage their future participation, 37% would like to see more flexible program schedules, and 34% would be encourage by lower participation or registration costs. Following this, 27% report both a greater ease of access to facilities, and easier access to information about available programs would help encourage future participation. One in five (20%) would also like to see easier and more user-friendly registration systems.

Figure 24: Changes to sport programming encouraging future participation in sport



Q35A. Still looking ahead 3 to 5 years, what changes to **sport programming** would *encourage* you to participate in sport? Multiple responses accepted. Base: n=9,116; all web respondents and a sample of phone respondents.

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Compared to non-participants (21%), current (40%) and future participants (39%) are more likely to be encouraged by more flexibility in program schedules. Moreover, these same respondents are also more likely to feel encouraged by lower participation and registration costs – 38% of future participants and 36% of current participants said this, compared to 26% of non-participants. Future participants are also more likely to be encouraged by ease of access to information about available programs in their community (34%), compared to 28% of current participants and 18% of non-participants.

Those who are dissatisfied with the sport opportunities in their community are more likely to report being encouraged by:

- More flexible program schedules (44%);
- Lower registration and participation costs (50%);
- Greater ease of access to facilities (41%);
- Easier access to information about available programs (40%);
- Improved or better maintained facilities in their community (29%);
- Access to increasing levels of sport (21%); and
- Better trained and more knowledgeable coaches (18%).

Women are more likely to be motivated by the following changes to sport programming: more flexible program schedules (43% versus 31% of men), lower participation or registration costs (38% versus 31%), easier access to information about available programs in their community (30% versus 25%), easier, more user-friendly registration systems (22% versus 19%), more diversity among participants (16% versus 10%), improved mental health services and programs (12% versus 9%), better management of incidents involving harassment, abuse or discrimination (7% versus 5%), more diversity of coaches and officials (6% versus 4%), and more opportunities to participate in sports virtually (7% versus 3%). Men, on the other hand, are more likely to be motivated by improved or better maintained sport facilities in their community (18% versus 14% of women).

Lower participation costs, flexible programming, and quality sport in school to help encourage children's future participation in sport

Asked what changes to sport programming *might* help encourage them to enroll their child/children in a sport in the next three to five years, slightly less than half reported the following: lower participation or registration costs (47%), more flexible program schedules (45%), and quality sports in school (45%). Beyond this, one-third (32%) mentioned greater ease of access to facilities in their community. The full range of changes to sport programming that might help encourage children's participation in sport can be found below in figure 25.

Figure 25: Changes to sport programming encouraging children's future participation in sport



Q35B. Still looking ahead 3 to 5 years, which of the following changes to **sport programming** would *encourage* you to enroll your child/ren in a sport? Multiple responses accepted. Base: n=2,379; web respondents who are parents.

For parents who are dissatisfied with the sport opportunities in their community, lower participation costs would encourage them to enroll their children in a sport (55%), compared to those satisfied with sport opportunities (43%). Moreover, for those dissatisfied with sport opportunities, quality sport in school (54%), more flexible program schedules (51%), greater access to facilities (39%), and easier access to information about available programs (37%) would also encourage enrolment for their children.

Lower participation cost (52%) is more important to those aged 16 to 34 as compared to those aged 55 and up (40%).

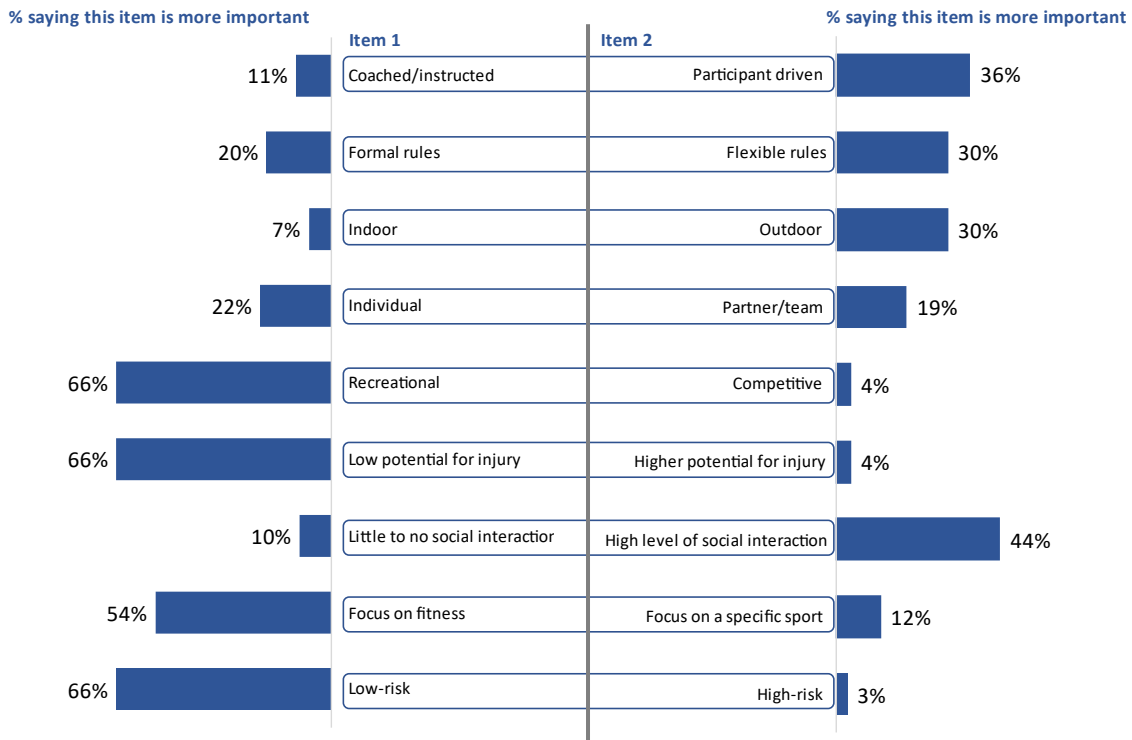
Recreational activities with low risks among most significant elements of sport programs

Presented with sets of two items, respondents were asked to identify which among them is of greater importance to them personally. Overall, two-thirds are seeking recreational activities (66%), sports with low potential for injury (66%) and are more generally are low-risk (66%). A little less than half (44%) are looking for a high level of social interaction. Moreover, participant driven activities (36%) are preferred over coached/instructed sports (11%). Additionally, participants prefer flexible rules (30%) to formal rules (20%), and also tend to prefer outdoor facilities (30% versus 7% who prefer indoor facilities).

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Figure 26: Elements of sports programs of personal importance

Sample Size [does not apply removed]	Pairs of Items		Rating			
	Item 1	Item 2	Item 1 is more important	Item 2 is more important	Both are equally important	I don't know
n= 4,955	<i>Coached/instructed</i>	<i>Participant driven</i>	11%	36%	41%	11%
n= 4,884	<i>Formal rules</i>	<i>Flexible rules</i>	20%	30%	38%	12%
n= 5,300	<i>Indoor</i>	<i>Outdoor</i>	7%	30%	60%	3%
n= 5,300	<i>Individual</i>	<i>Partner/team</i>	22%	19%	55%	3%
n= 5,347	Recreational	Competitive	66%	4%	28%	2%
n= 5,175	<i>Low potential for injury</i>	Higher potential for injury	66%	4%	23%	6%
n= 5,231	Little to no social interaction	High level of social interaction	10%	44%	40%	6%
n= 5,343	Focus on fitness	Focus on a specific sport	54%	12%	32%	2%
n= 5,204	Low-risk	High-risk	66%	3%	22%	8%



Q36. Still looking ahead 3-5 years, which of following elements of sports programs will be important to you personally?
Base: web respondents who are future sport participants.

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Current sport participants who also intend to play sports in the future (66%) are more likely to say that recreational sport is more important to them, as compared to future participants (59%). Moreover, those who are satisfied with the sport opportunities in their community are more likely to deem recreational activities as more important to them personally (66%) compared to those dissatisfied with opportunities offered (60%).

A low potential for injury is more important to older respondents. More specifically, 52% of those aged 16 to 34 prefer sports with low potential for injury versus 58% of those aged 35 to 54, and 78% of those 55 and over. Additionally, older respondents are also more likely to prefer a focus on fitness in general – 65% of those 55 and older and 49% of those 35 to 54, as opposed to 44% aged 16 to 34.

Sports with low overall risk is more important among non-parents (66%) versus 57% of parents.

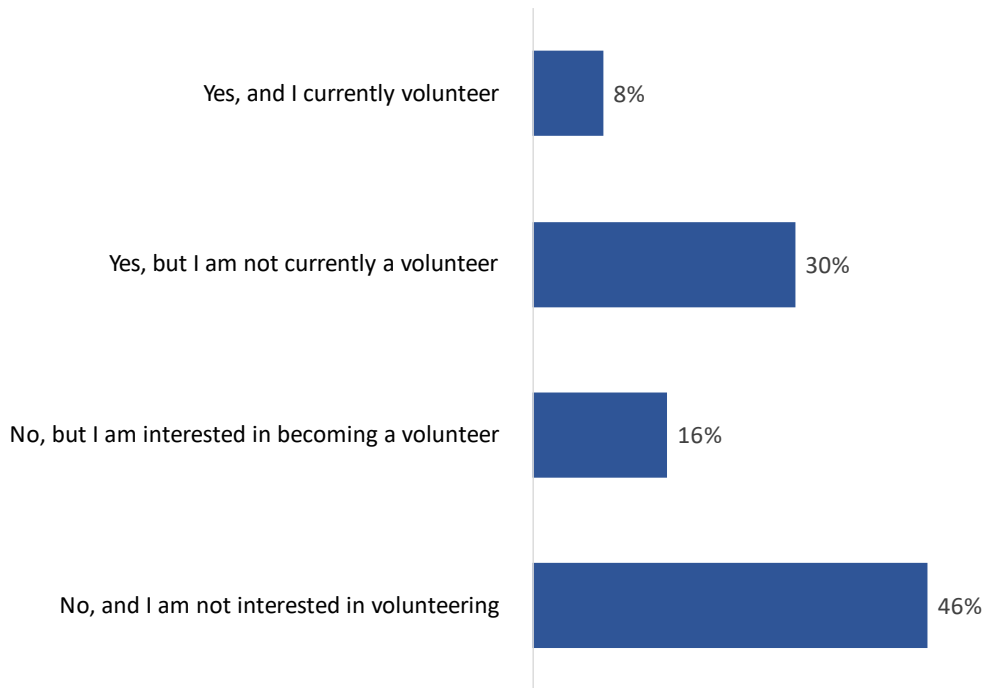
Sports that are participant driven are more important to men (40% versus 26% of women) as are sports played outdoors (33% versus 27% of women), sports that are partner/team oriented (22% versus 16% of women), and sports with formal rules (21% versus 14% of women). Among women, sports recreational sports (71% versus 60% of men), sports with low potential for injury (71% versus 57% of men), and sports with low-risk in general (71% versus 58% of men) are more important, as are sports with the following elements: a focus on fitness (58% versus 50% of men), flexible rules (30% versus 26% of men), an individual focus (24% versus 20% of men), and little to no social interaction (11% versus 8% of men).

5. Community Involvement in Sport

More than one-third have in the past, or currently, volunteer for sport programs

Just under half (46%) have not volunteered for a sport program and have no interest in doing so in the future. An additional 16% have not volunteered in the past but are interested in doing so in the future. Conversely, 30% have acted as a volunteer in a sport program in the past, and 8% are current volunteers.

Figure 27: Volunteer participation for sport



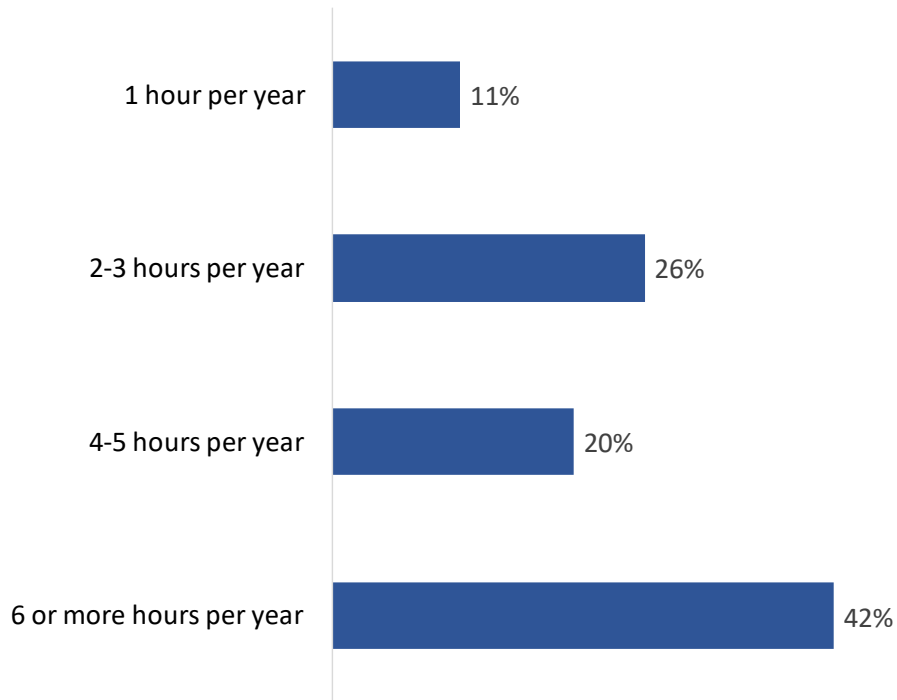
Q37. Have you ever been a volunteer for a sports program or sports organization? Base: n= 9,057; all web respondents.

Future sport participants are significantly more likely to display an interest in volunteering in the future – 27% have not volunteered but are interested in doing so. This compares to 15% of current sport participants, and 11% of non-participants. Younger respondents are also more likely to display an interest in future volunteering, with 21% of those aged 16 to 34 who have yet to volunteer in a sports program are interested in doing so in the future, compared to 18% of 35-to-54-year-olds and 10% of those 55 and over. Compared to men, women are more likely to not be interested in volunteering (50% versus 41%).

Many willing to commit more than 6 hours annually for volunteer training

Among current volunteers and future volunteers, many (42%) are willing to attend six or more hours of instruction or training per year. Beyond this, 26% would be willing to dedicate two to three hours per year to this, while 20% would do so for four to five hours yearly. Few (11%) would dedicate a maximum of one hour yearly.

Figure 28: Maximum amount of time per year volunteers will commit to instruction or training



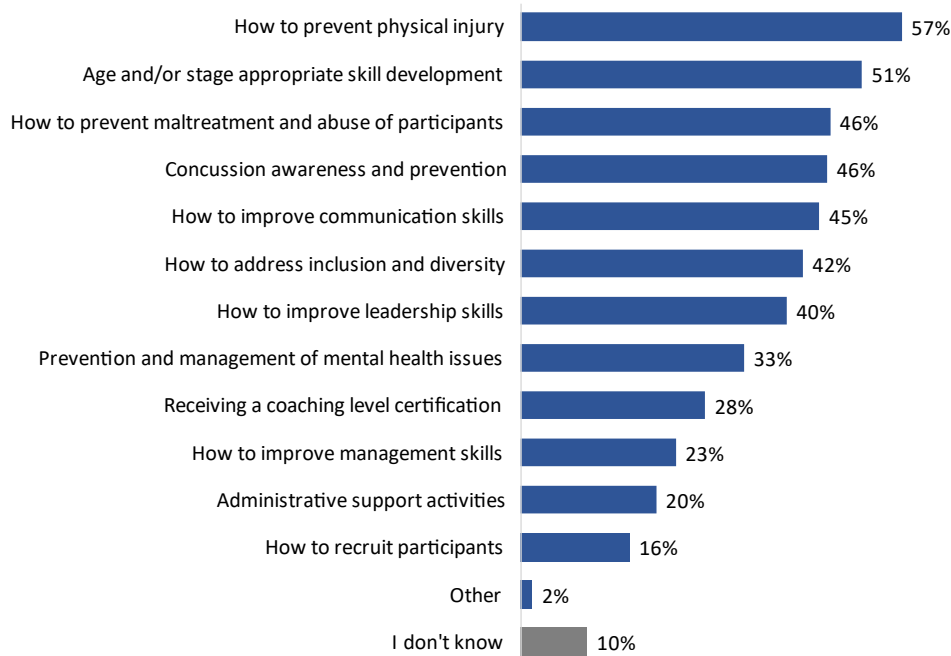
Q38. If you had to attend instruction or certification training to volunteer, what is the maximum amount of time per year that you would be willing to commit? Base: n= 5,113; web respondents who are current and future volunteers.

Current and future volunteers who are 55 and over (49%) are more likely to state they would commit 6 or more hours a year to volunteer instruction or training. This is compared to 36% of those aged 16 to 34, and 40% of those 35-54. Additionally, those who are dissatisfied with the sport opportunities in their community are more likely to be willing to devote 6 or more hours of instruction and training (47%) as compared to those who are satisfied with opportunities in their community (40%).

Preventing physical injury and stage appropriate skill development among topics that should be included in training

According to respondents interested in volunteering in sport programs, 57% believe training on how to prevent physical injury should be mandatory for volunteers. Moreover, a little more than half also believe age or stage appropriate skill development should be mandatory training. Following this, a little less than half mentioned the following: how to prevent maltreatment and abuse of participants (46%), concussion awareness and prevention (46%), and how to improve communication skills (45%).

Figure 29: Topics that should be included in mandatory training for volunteers



Q39. Which of the following topics do you think should be included in mandatory training for volunteers? Multiple responses accepted. Base: n= 5,113; web respondents who are current and future volunteers.

Current sport participants (49%) are more likely to feel that concussion awareness and prevention should be mandatory training for volunteers compared to 36% of non-participants, and 34% of future participants. Moreover, compared to non-participant who have or plan to volunteer, current participants are more likely to think the following should all be mandatory for volunteers: learning how to prevent physical injury (59%), learning age/stage appropriate skill development (53%), learning how to prevent maltreatment and abuse (48%), learning to improve communication skills (46%), improve leadership (42%), learning about prevention and management of mental health issues (34%), and receiving a coaching level certification (28%).

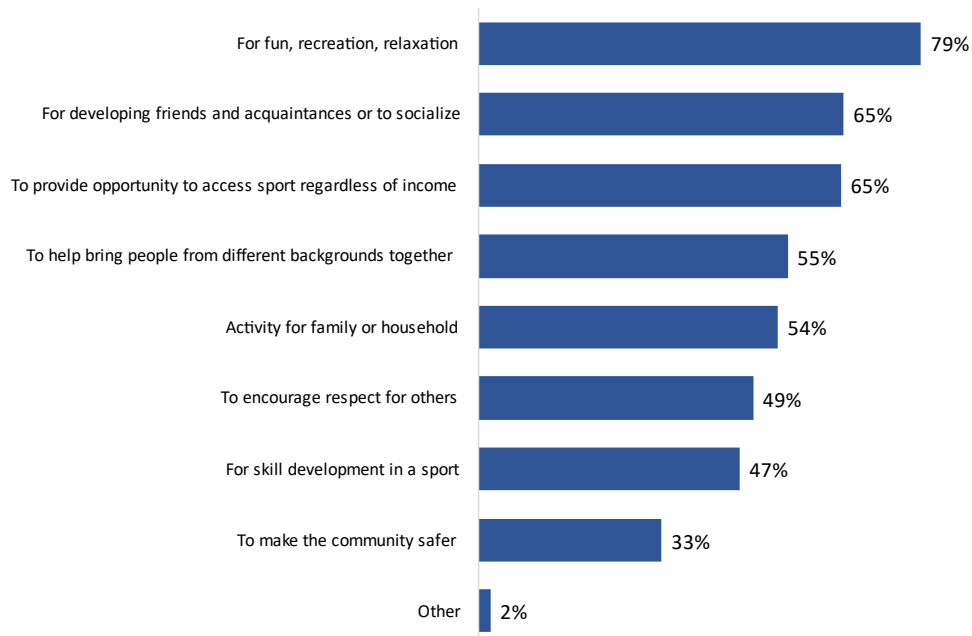
Women pointed to an interest in many of the topics, including learning how to prevent physical injury (61% versus 54% of men), learning age/stage appropriate skill development (57% versus 47% of men), learning to address inclusion and diversity (52% versus 34% of men), concussion awareness (51% versus 41% of men), as well as learning about prevention and management of mental health issues (38% versus 30% of men).

6. Future Role of Sport in Canada

Majority anticipate local sport is intended for fun, recreation, and relaxation

Asked what purposes sport will deliver to their local community in the next 3 to 5 years, 79% said sport will serve fun, recreation, and relaxation. Moreover, just under two-thirds also believe this will serve to develop friends and acquaintances (65%), or to provide opportunities to access sport regardless of income (65%). About half feel local sport will serve to: help bring people from different backgrounds together (55%), as an activity for their family or household (54%), to encourage respect for others (49%), or for skill development in a sport (47%). One-third believe local sport will help make their community safer.

Figure 30: Anticipated purpose of sport in local communities 3-5 years from now



Q40. Looking ahead 3-5 years in Canada, what purposes will sport delivered by local communities serve? Multiple responses accepted. Base: n= 9,208; all respondents (phone and web). [Don't know: 6%]

Current sport participants are significantly more likely to feel that future sport in their community will serve as fun, recreation and relaxation (84%), compared to non-participants (61%), and future participants (72%). Those who are likely to participate in sport in the future (83%) are also more likely to report this as compared to those who are unlikely to participate in the future (73%).

Parents are more likely to feel that future sport will serve as an activity for their family (62%) compared to non-parents (51%).

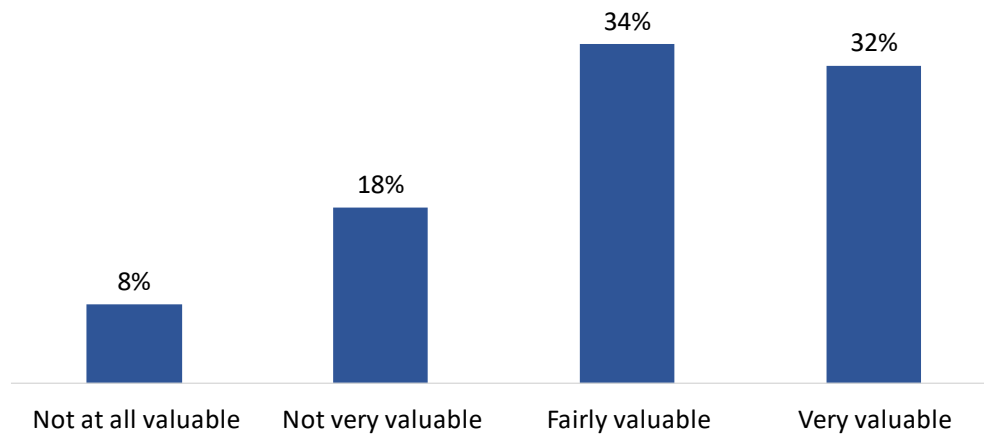
Compared to men, women are more likely to feel that future sport will serve as fun (82% versus 77% of men), as an outlet to develop friends/socialize (68% versus 63%), as an opportunity to access sport regardless of income (71% versus 60%), as a means to bring people together from different

backgrounds (59% versus 52%), as an activity for a family or household (58% versus 49%), as a means to encourage respect for others (53% versus 46%), and as a way to make the community safer (35% versus 31%).

Two-thirds believe large-scale international sporting event provide value to Canadians

Overall, two-thirds believe that large scale events offer value to Canadians. More specifically, 34% believe these to be fairly valuable to Canadians, and 32% feel these events are very valuable. Conversely, 8% feel these large-scale international events offer no value (8%), with an additional 18% who feel they offer limited value.

Figure 31: Perceived value of large-scale international sporting events to Canadians



Q41. In your opinion, how valuable will large-scale, international sporting events, such as the Olympics/Paralympics, Pan American/Parapan American Games or Commonwealth Games, be to Canadians in the future? Base: n= 9,057; all web respondents. [Don't know: 8%]

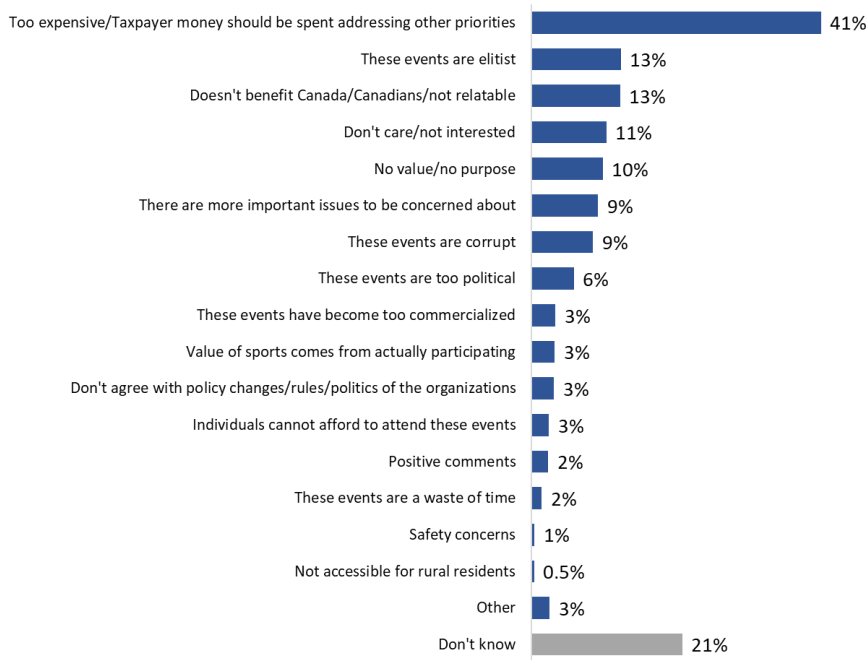
Older respondents, specifically those aged 55 and over (69%), and 35 to 54 (67%) are more likely to view large-scale international events as offering value to Canadians, as compared to 60% of those aged 16 to 34. Moreover, those in Atlantic Canada (68%), and Quebec (68%) are more likely to view these events as offering value to Canadians, particularly compared to those in Saskatchewan/Manitoba (63%), and British Columbia (62%). Women (69%) are more likely to attribute value to these events than men (64%).

Two in five believe large-scale international sporting events are too expensive

Among those who feel large-scale international events don't offer much value to Canadians, two in five (41%) believe these events are too expensive and that taxpayers' money should be spent

addressing other priorities. Other reasoning provided included: that these events are elitist (13%), that this is not beneficial to Canadians (13%), or they don't care or are not interested (11%).

Figure 32: Reasons international sporting events will not be of value to Canadians



Q42. Why do you think large-scale sporting events will have limited value to Canadians in the future? Base: n= 2,298; web respondents who believe large-scale international sporting events will not at all, or not very, valuable to Canadians in the future.

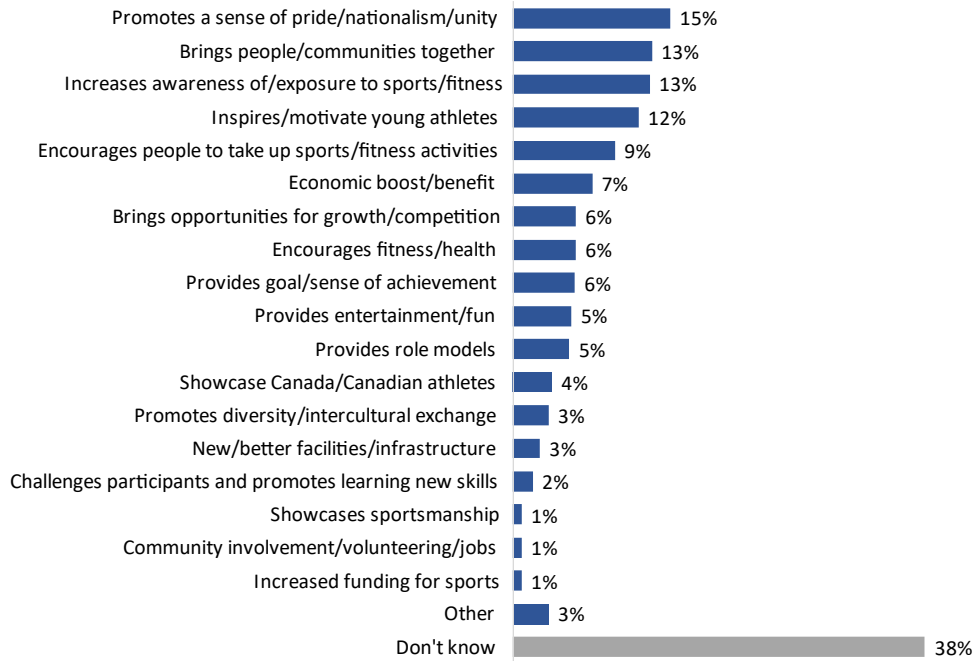
Forty-five percent of respondents aged 55 and older believe large scale international events are too expensive, compared to 36% of those aged 16 to 34. Additionally, those with household income of \$100,000 and above (45%) are also more likely to believe these events are too expensive and think taxpayer money should be spent addressing other priorities, compared to those with household income of \$80,000 to under \$100,000 (34%).

No clear consensus on how international sporting events might benefit Canadians

There is no clear consensus among respondents who believe large-scale international sporting events will be fairly, or very, valuable to Canadians in the future in terms of how these events will be of value to Canadians. In fact, the single largest proportion of respondents don't know (38%) how these events will offer value to Canadians.

Among those who pointed to specific items, 15% feel this promotes a sense of pride and unity, 13% feel it brings communities together, and 13% believe it increases awareness of and exposure to sports and fitness in general.

Figure 33: Reasons international sporting events will be of value to Canadians



Q43. In what ways do you think large-scale sporting events will provide value to Canadians in the future?

Base: n= 6,014; web respondents who believe large-scale international sporting events will be fairly, or very, valuable to Canadians in the future.

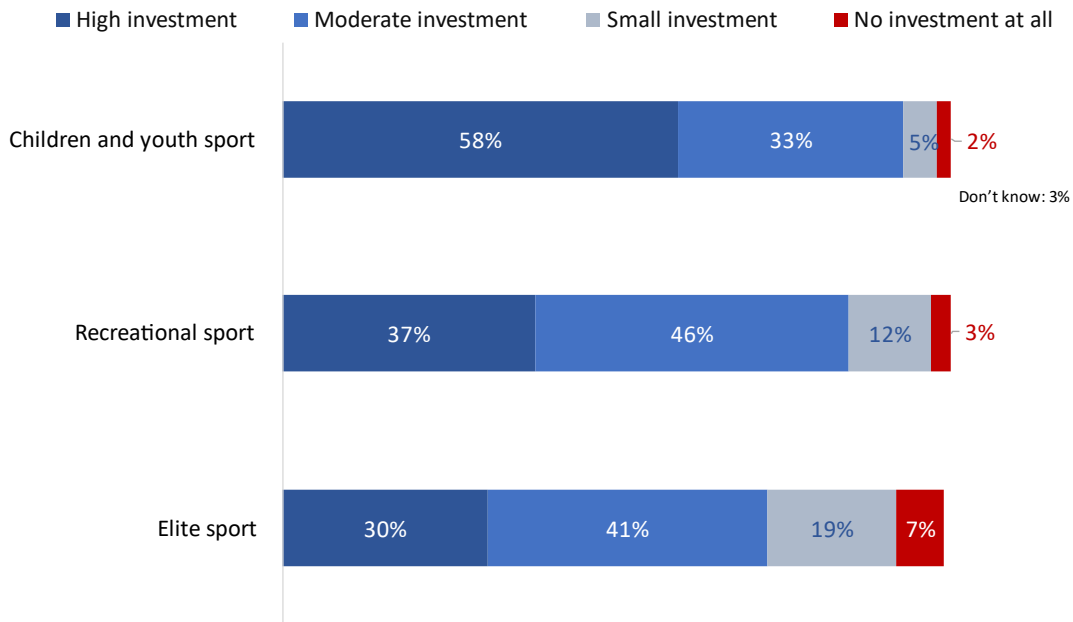
There are no subgroup differences to report.

Most agree the government should offer moderate to high funding in sport at various levels

Overall, most respondents agree that all levels of sport should receive at least moderate funding from the government. Specifically, agreement that the government should place focus on child and youth sports is highest – 58% feel there should be a high investment, while one-third feel there should be moderate investment. Agreement in government funding to recreational activities is more likely to be moderate (46%), with 37% who feel the government should provide high investment here. Lastly, 30% feel elite sports should receive a high level of government funding, and 41% feel there should be a moderate investment here.

In all, very few feel there should be no investment at all into the various levels of sport.

Figure 34: Views on government funding of sports at different levels



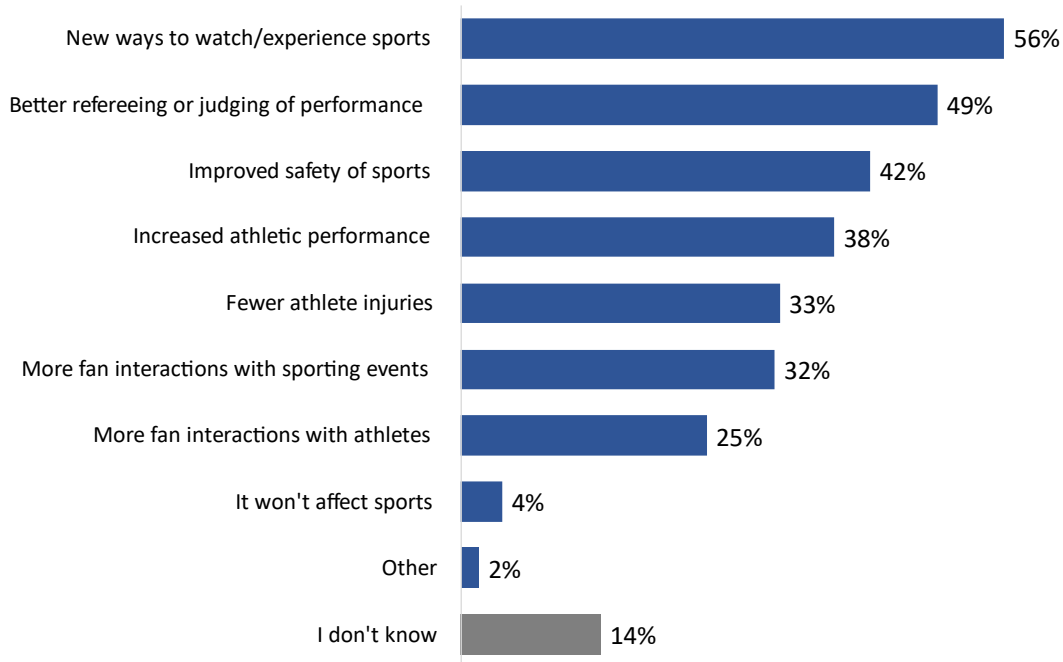
Q44. In your opinion, how much investment should governments in Canada place on funding sport at the following levels?
 Base: n=9,208; all respondents (phone and web).

Older individuals are significantly more likely to believe the government should provide high investment to recreational sport – 41% of those 55 and over, and 38% of those 35 to 54 versus 28% of those 16 to 34. Those aged 16 to 34 are more likely to believe moderate (50%) or small investment (16%) would be more appropriate. The same is true when discussing the degree of investment placed into elite sports. That is, while 36% of those who are 55 and over, and 31% of those 35 to 54 feel there should be a high investment in elite sports, only 20% respondents who are 16 to 34 agreed. Younger respondents were instead more likely than others to feel there should be a small investment made in elite sports.

More than half anticipate technology will offer new ways to watch and experience sports in the future

Asked how technology might affect sport in the next 3-5 years, more than half (56%) believe technology will offer new ways to watch and experience sports. Additionally, 49% believe technology will help better refereeing and judging of performance, while 42% anticipate this will improve safety of sports.

Figure 35: Anticipated ways in which technology will affect sport in the next 3-5 years



Q45. Using the list below, please indicate how, if at all, you think technology will affect sport in the next 3-5 years. Multiple responses accepted. Base: n=9,057; all web respondents.

Sixty percent of current sport participants feel that technology will offer new ways to watch and experience sports. In comparison, 46% of future participants, and 45% of non-participants think this. Moreover, those who think that large-scale international sporting events offer value to Canadians are more likely to believe that technology will offers new to ways to experience sports (61%), as compared to 49% of those who deem these events to offer no value to Canadians.

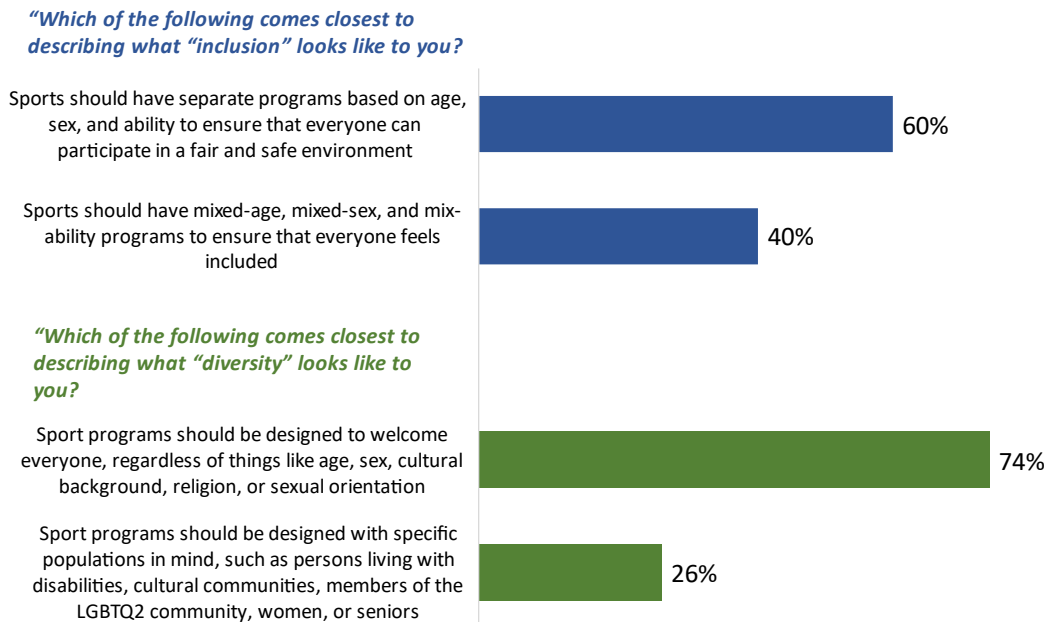
7. Diversity and Inclusion

Many agree inclusion should include separate sports programs to ensure fair and safe environments; three-quarters agree sports programs should be designed to welcome everyone to ensure diversity

Asked which definition comes closest to describing what inclusion in the context of sports looks like to them, 60% of respondents agreed that *"sports should have separate programs based on age, sex, and ability to ensure that everyone can participate in a fair and safe environment"*. Forty percent instead believe the inclusion in sports programs should have *"mixed-age, mixed-sex, and mixed-abilities...to ensure that everyone feels included"*.

Respondents were again presented with two definitions and asked to select one that comes closest to describing what diversity might look like to them. With these definitions in mind, slightly less than three-quarters (74%) agree that in order to be diverse sports programs *"should be designed to welcome everyone, regardless of things like age, sex, cultural background, religion, or sexual orientation"*. One-quarter (26%) instead believe that diversity in sport programming should *"be designed with specific populations in mind"*.

Figure 36: Diversity and Inclusion



Q46. Which of the following comes closest to describing what “inclusion” looks like in the context of sports to you? / Q47. Which of the following comes closest to describing what “diversity” looks like in the context of sports to you? Base: n= 9,208; all respondents (phone and web).

While 61% of those aged 35 to 54, and 62% of those 55 and older believe that ‘inclusion’ in the context of sports means that sports should have separate programs on the basis of age, sex, and ability, fewer aged 16 to 34 think this (54%). This interpretation of inclusion in sports was also higher

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in Alberta (66%), Saskatchewan/Manitoba (63%), Ontario (62%), and British Columbia (60%) as compared to Atlantic Canada (54%) and Quebec (53%). Moreover, the idea of separate programs on the basis of age, sex, and ability was also higher among those without a disability (61%), compared to 52% of those living with disabilities.

Parents (77%) are more likely than non-parents (72%) to think that 'diversity' in the context of sports means that sports programs should be designed to welcome everyone, regardless of age, sex, cultural background, religion, or sexual orientation. Adults aged 55 and over (76%) and those 35 to 54 (76%) are more likely to agree with this definition of diversity, as compared to respondents who are 16-34 (68%).

8. Profile of Survey Respondents

The following tables present the characteristics of respondents (using weighted data).

Province and territories	Percent
Ontario	39%
Quebec	23%
British Columbia	14%
Alberta	11%
Manitoba	3%
Saskatchewan	3%
Nova Scotia	3%
New Brunswick	2%
Newfoundland & Labrador	1%
Prince Edward Island	<0.5%
Northwest Territories	<0.5%
Nunavut	<0.5%
Yukon	<0.5%

Age	Percent
16 to 24	2%
25 to 34	14%
35 to 44	18%
45 to 64	39%
65+	27%

Gender	Percent
Woman	50%
Man	47%
Non-binary	1%
Other gender	<0.5%
Prefer not to respond	2%

Sex at birth	Percent
Female	51%
Male	47%
Prefer to not respond	2%

Language	Percent
English	67%
French	20%
An Indigenous language	<0.5%
Other	11%

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Education	Percent
Some elementary	<0.5%
Completed elementary	<0.5%
Some high school	2%
Completed high school	6%
Some college/vocational/trade school/commercial/CEGEP	9%
Completed college/vocational/trade school/commercial/CEGEP	17%
Some university (No degree or diploma obtained)	8%
Completed university (Diploma or bachelor's degree)	33%
Post-graduate university/professional school	24%
Other	<0.5%

Household income	Percent
Less than \$20,000	3%
\$20,000 to \$39,999	7%
\$40,000 to \$59,999	12%
\$60,000 to \$79,999	13%
\$80,000 to \$99,999	12%
\$100,000 to \$149,999	20%
\$150,000 and above	20%
Prefer not to answer	12%

Other characteristics	Percent
Indigenous	4%
Member of a racialized community	17%
Living with a disability	13%
Member of the LGBTQ2 community	8%

Appendix

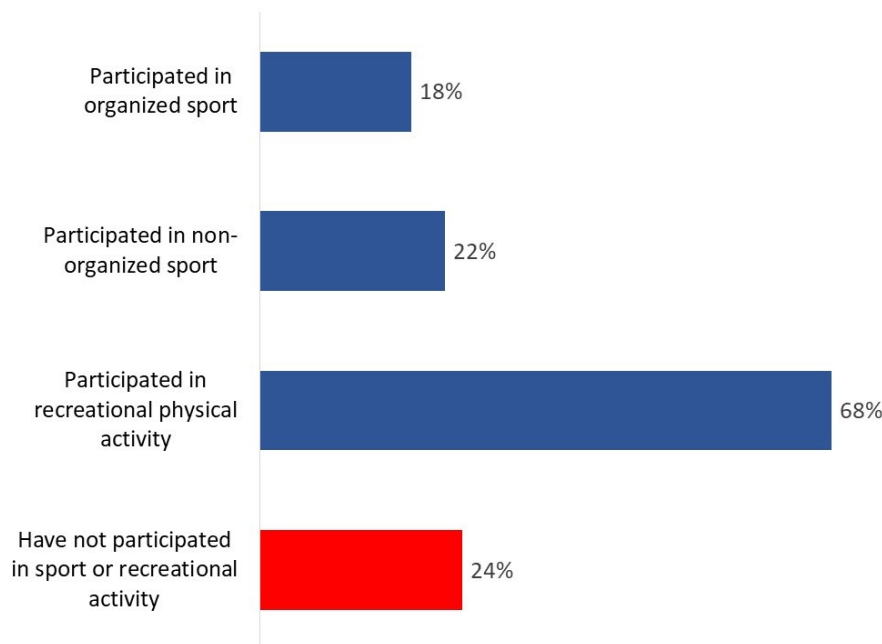
1. Breakdown by Type of Participation

All respondents were asked whether they had participated in sports or recreational physical activities the last three years. In response, 18% of respondents said they had participated in organized sport, 22% in non-organized sport, and 68% in recreational physical activities.

The following definitions were provided for respondents in advance of answering the question:

- Organized sport involves competition between two or more participants, and typically involves coaches and officials, has a regular schedule, and is governed by formal rules and procedures (e.g., community soccer program, swim team or athletics club). Organized sport can include both competitive and recreational leagues.
- Non-organized sport are informal games and play, such as pickup basketball, where the players make or can adapt the rules and the activity is not run or officiated by referees, coaches or instructors.
- Recreational physical activities are non-competitive physical activities such as aerobics, Tai Chi, yoga, weight and circuit training, stretching, skating, canoeing, cycling, walking, hiking, running, jogging, going to the gym, or playing catch.

Figure 37: Type of participation in the last 3 years



Q5. In the last 3 years, have you personally participated in a sport or recreational physical activity? Participation could range from riding a bicycle on a regular basis to playing elite hockey. [Multiple responses accepted]
Base: n= 9,208; all respondents (phone and web).

Members of racialized communities were more likely to report not having participated in sport or recreational activity in the last three years (30% versus 22% of those who are not member of racialized communities). Men were more likely to have participated in organized (23% versus 13% of women) and non-organized (29% versus 16% of women) sports, while women were more likely

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to have not participated in sport or recreational physical activity in the last three years (25% versus 22% of men).

2. Complete List of Sports and Recreational Activities

Q7a: Please tell us which organized sports you have participated in over the last 3 years.	Percent
Hockey	21%
Soccer	17%
Softball	15%
Golf	12%
Volleyball	12%
Running	11%
Baseball	11%
Curling	9%
Swimming	9%
Cycling	9%
Yoga	8%
Gym (Fitness classes)	8%
Other	7%
Basketball	7%
Gym (Weight training)	7%
Tennis	6%
Badminton	6%
Bowling	5%
Alpine skiing	5%
Walking	5%
Pickleball	5%
Ultimate (Frisbee)	4%
Gym (Cross-fit)	4%
Hiking	4%
Canoe	3%
Shooting	3%
Football	3%
Skating	3%
Dance (ballet, jazz, modern, etc.)	3%
Sailing	3%
Kayak	3%
Weightlifting	3%
Boxing	2%
Cross country skiing	2%
Track and field	2%
Squash	2%
Rugby	2%
Table Tennis	2%
Triathlon	2%
Climbing	2%
Lawn bowls	2%
Rowing	2%

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Futsal	2%
Taekwondo	1%
Equestrian	1%
Lacrosse	1%
Judo	1%
DanceSport	1%
Karate	1%
Archery	1%
Boccia	1%
Football 5-A-Side	1%
Snowboarding	1%
Wrestling	1%
Roller skating	1%
Skateboarding	1%
Diving	1%
Handball	1%
Gymnastics	1%
Cricket	1%
Field Hockey	1%
Ringette	1%
Figure skating	<0.5%
Water ski	<0.5%
Sport Climbing	<0.5%
Fencing	<0.5%
Freestyle skiing	<0.5%
Tai Chi	<0.5%
Biathlon	<0.5%
Pentathlon	<0.5%
Speed skating	<0.5%
Trampoline	<0.5%
Arctic Sports	<0.5%
Swimming (artistic)	<0.5%
Sky diving	<0.5%
Dog sledding	<0.5%
Surfing	<0.5%
Wakeboard	<0.5%
Basketball (Wheelchair)	<0.5%
Broomball	<0.5%
Shooting (Para)	<0.5%
Hockey (Para)	<0.5%
Canoe (Para)	<0.5%
Alpine skiing (Para)	<0.5%
Bobsleigh	<0.5%
Water polo	<0.5%
Swimming (Para)	<0.5%
Taekwondo (Para)	<0.5%

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Racquetball	<0.5%
Volleyball (Para)	<0.5%
Archery (Para)	<0.5%

Q7b: Please tell us which non-organized sports you have participated in over the last 3 years.	Percent
Golf	20%
Hockey	17%
Cycling	16%
Basketball	15%
Tennis	15%
Soccer	14%
Swimming	13%
Bowling	13%
Walking	12%
Badminton	12%
Volleyball	12%
Gym (Weight training)	11%
Yoga	11%
Gym (Fitness classes)	11%
Running	9%
Hiking	9%
Table Tennis	8%
Alpine skiing	8%
Skating	7%
Baseball	7%
Pickleball	6%
Canoe	6%
Cross country skiing	6%
Climbing	5%
Other	5%
Softball	5%
Kayak	5%
Weightlifting	4%
Gym (Cross-fit)	4%
Football	4%
Shooting	4%
Curling	3%
Archery	3%
Snowboarding	3%
Squash	3%
Ultimate (Frisbee)	3%
Dance (ballet, jazz, modern, etc.)	3%
Lawn bowls	3%
Boxing	2%
Boccia	2%

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Equestrian	2%
Wakeboard	2%
Track and field	1%
Cricket	1%
Sailing	1%
Roller skating	1%
Rugby	1%
Water ski	1%
Karate	1%
Sport Climbing	1%
Rowing	1%
Trampoline	1%
Skateboarding	1%
Field Hockey	1%
Surfing	1%
Ringette	1%
Tai Chi	1%
Arctic Sports	1%
DanceSport	1%
Futsal	1%
Handball	1%
Football 5-A-Side	1%
Wrestling	1%
Gymnastics	<0.5%
Diving	<0.5%
Taekwondo	<0.5%
Lacrosse	<0.5%
Judo	<0.5%
Fencing	<0.5%
Racquetball	<0.5%
Freestyle skiing	<0.5%
Figure skating	<0.5%
Triathlon	<0.5%
Swimming (Para)	<0.5%
Dog sledding	<0.5%
Sky diving	<0.5%
Broomball	<0.5%
Hockey (Para)	<0.5%
Canoe (Para)	<0.5%
Biathlon	<0.5%
Table tennis (Para)	<0.5%
Shooting (Para)	<0.5%
Ski jumping	<0.5%
Speed skating	<0.5%
Basketball (Wheelchair)	<0.5%
Luge	<0.5%

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Alpine skiing (Para)	<0.5%
Water polo	<0.5%
Volleyball (Para)	<0.5%
Dene Games	<0.5%
Rowing (Para)	<0.5%
Skeleton	<0.5%
Curling (Wheelchair)	<0.5%
Cycling (Para)	<0.5%
Archery (Para)	<0.5%

Q7c: Please tell us which recreational physical activities you have taken part in over the last 3 years?	Percent
Recreational Walking	58%
Recreational Cycling	43%
Recreational Swimming	42%
Recreational Hiking	41%
Recreational Yoga	30%
Recreational Gym (Weight training)	28%
Recreational Running	22%
Recreational Gym (Fitness classes)	21%
Recreational Skating	20%
Recreational Golf	19%
Recreational Canoe	18%
Recreational Alpine skiing	17%
Recreational Kayak	17%
Recreational Bowling	16%
Recreational Cross-country skiing	14%
Recreational Weightlifting	12%
Recreational Tennis	9%
Recreational Dance	9%
Recreational Basketball	8%
Recreational Climbing	8%
Recreational Badminton	8%
Recreational Table Tennis	8%
Recreational Soccer	7%
Recreational Snowboarding	6%
Recreational Shooting	6%
Recreational Gym (Cross-fit)	6%
Recreational Volleyball	5%
Recreational Hockey	5%
Recreational Trampoline	4%
Recreational Archery	4%
Recreational Baseball	4%
Recreational Pickleball	4%
Recreational Roller skating	4%
Recreational Sailing	4%

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Recreational Tai Chi	3%
Recreational Skateboarding	3%
Recreational Boxing	3%
Other	8%

3. Technical Specifications

The following specifications applied to this survey:

- A survey was administered to 9,208 Canadian residents aged 16 years or older from May 10th to July 6th, 2022.
- The survey was administered online and by telephone using two sample sources: Advanis' GPRS sample and RDD. In total, 9,057 individuals completed the online survey, and 151 individuals completed the telephone survey. The two sample sources were used to ensure a sufficient sample of Canadians living in the North.
- The survey averaged 20 minutes to complete online and 15 minutes to complete by telephone. The questionnaire administered by telephone was modified for interviewer-administration.
- The questionnaire was pre-tested in advance of the fieldwork to ensure that it measured what it intended to measure and that respondents understood the questions.
- The distribution of completed surveys was as follows:

Province	Completed Surveys
Alberta	1,250
British Columbia	1,208
Manitoba	931
Newfoundland and Labrador	364
New Brunswick	454
Nova Scotia	935
Northwest Territories	54
Nunavut	25
Ontario	1,644
Prince Edward Island	166
Quebec	1,290
Saskatchewan	806
Yukon	81
Total	9,208

- Based on a sample of this size, the overall results can be considered accurate within $\pm 1.02\%$, (19 times out of 20).
- The response rate for the online component of the survey completed using the GPRS sample was 32%, calculated as follows: 9,057 individuals completed the online survey divided by the 28,621 individuals from the GPRS sample who were invited to respond to the online survey.
- The response rate for the RDD component of the survey was 4%. The following table presents information about the final call dispositions for the RDD component of the survey and calculation of the response rate:

Total Numbers Attempted	8,528
Out-of-scope - Invalid	2,384
Unresolved (U)	4,773
No answer	2,774

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Busy	6
Answering machine	1,993
In-scope - Non-responding (IS)	1,100
Language barrier	34
Incapable of completing (ill/deceased)	5
Household refusal	105
Respondent refusal	747
Callback scheduled/not completed	209
In-scope - Responding units (R)	271
Completed interview	151
Quota reached/screened out	120
Response Rate² [R=R/(U+IS+R)]	4%

- As with any survey, there is the potential for bias to be introduced into the survey sample due to non-response. To address this to the extent possible with a survey of the general population, weights were used to ensure the sample matched the population based on key demographics. Specifically, the survey data were weighted by region, age and sex at birth (where available) using population figures from Statistics Canada’s census data. Any respondents who refused to provide their age were given a neutral weight so as not to skew the weighting proportions. When sex at birth was not available, gender was used in its place and sex was randomly assigned if gender was non-binary or the respondent refused to provide both sex at birth and gender.

² This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].

4. Survey Questionnaire

Thank you for agreeing to take part in this short survey being conducted on behalf of the Government of Canada by Phoenix SPI. Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur droit.

This survey is designed to collect information on Canadians' perceptions of sport in Canada. The survey should take no more than 15 minutes to complete and is voluntary and completely confidential. The information provided will be administered according to the requirements of the *Privacy Act*. Your responses will not be used to identify you, and none of your opinions will be attributed to you personally in any way. To view Phoenix SPI's privacy policy, click [<here>](#).

This survey is registered with the Canadian Research Insights Council's Research Verification Service. The project verification code is: 20220303-PH561. Click [<here>](#) to verify the legitimacy of this survey.

Screening and Quotas

1. In what year were you born?

- 01. [Record year – YYYY]
- 02. Prefer not to answer

2. [If Q1=02] In which age category do you belong?

- 01. Under 16 [THANK AND TERMINATE]
- 02. 16 to 17
- 03. 18 to 24
- 04. 25 to 34
- 05. 35 to 49
- 06. 50 to 54
- 07. 55 to 64
- 08. 65 or older
- 09. Prefer not to answer [THANK AND TERMINATE]

3. In which province or territory do you currently live?

- 01. Alberta
- 02. British Columbia
- 03. Manitoba
- 04. New Brunswick
- 05. Newfoundland and Labrador
- 06. Northwest Territories
- 07. Nova Scotia
- 08. Nunavut
- 09. Ontario

10. Prince Edward Island
11. Quebec
12. Saskatchewan
13. Yukon
14. Prefer not to answer [THANK AND TERMINATE]

59. Do you identify as a person living with a disability?

A person with a disability is a person who has a long-term or recurring impairment such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory, or mental health-related impairments which limits their daily activities inside or outside the home such as school, work, or in the community in general.

01. Yes
02. No
03. Prefer not to answer

60. [ASK IF Q59=01] What type of disability are you living with?

Please select all that apply

01. Physical
02. Mental
03. Intellectual
04. Cognitive
05. Learning
06. Communication
07. Sensory
08. Other, please specify: _____
09. Prefer not to answer

4. Are you the parent or guardian of a child under 18 years of age living at home with you?

01. Yes [PARENT]
02. No
03. Prefer not to answer

These next questions are about the sports or activities that you have participated in over the last 3 years. For the purposes of this survey:

- **Organized sport** involves competition between two or more participants, and typically involves coaches and officials, has a regular schedule, and is governed by formal rules and procedures (e.g., community soccer program, swim team or athletics club). Organized sport can include both competitive and recreational leagues.
- **Non-organized sport** are informal games and play, such as pickup basketball, where the players make or can adapt the rules and the activity is not run or officiated by referees, coaches or instructors.

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- **Recreational physical activities** are non-competitive physical activities such as aerobics, Tai Chi, yoga, weight and circuit training, stretching, skating, canoeing, cycling, walking, hiking, running, jogging, going to the gym, or playing catch.
5. In the last 3 years, have you personally participated in a sport or recreational physical activity? Participation could range from riding a bicycle on a regular basis to playing elite hockey.

Please select all that apply

- 01. Yes, I have participated in an organized sport*
- 02. Yes, I have participated in a non-organized sport*
- 03. Yes, I have participated in recreational physical activity or exercise*
- 04. No [SKIP TO Q19] [EXCLUSIVE]
- 05. Prefer not to answer [THANK AND TERMINATE]

*PROGRAMMING NOTE 1:

- Include a mouseover defining “organized” and “non-organized” sport and recreational physical activity everywhere in the questionnaire where these terms are used.
- For the purposes of this survey: **Organized sport** involves competition between two or more participants, and typically involves coaches and officials, has a regular schedule, and is governed by formal rules and procedures (e.g., community soccer program, swim team or athletics club). Organized sport can include both competitive and recreational leagues. **Non-organized sport** are informal games and play, such as pickup basketball, where the players make or can adapt the rules and the activity is not run or officiated by referees, coaches or instructors. **Recreational physical activities** are non-competitive physical activities such as aerobics, Tai Chi, yoga, weight and circuit training, stretching, skating, canoeing, cycling, walking, hiking, running, jogging, going to the gym, or playing catch.

Sports Profile

7A. [ASK IF Q5=01] Please tell us which **organized*** sports you have participated in over the last 3 years.

[INSERT LIST]

7B. [ASK IF Q5=02] Please tell us which **non-organized*** sports you have participated in over the last 3 years.

[INSERT LIST]

7C. [ASK IF Q5=03] Please tell us which **recreational physical activities*** you have taken part in over the last 3 years?

[INSERT LIST]

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8. [IF Q5=01 OR Q5=02] In the **last year**, how have you taken part in? By 'competitively', we are referring to sports or activities in which you compete to systematically improve and measure your performance against others.

- a. [SHOW IF Q5=01] Organized sports
- b. [SHOW IF Q5=02] Non-organized sports

- 01. Competitively
- 02. Non-competitively
- 03. I have not participated in the last year

10A. [IF Q5=01 OR Q5=02 OR Q5=03] In a typical week, how much time do you spend participating in? If you participate in more than one sport, please consider all sports. If you participate in a seasonal sport, please respond based on a typical week during the sport season.

- a. [SHOW IF Q5=01] Organized sports
- b. [SHOW IF Q5=02] Non-organized sports
- c. [SHOW IF Q5=03] Recreational physical activities

- 01. Less than weekly
- 02. Less than 1 hour
- 03. 1-2 hours
- 04. 3-5 hours
- 05. 6+ hours
- 06. I don't know

11A. [ASK IF Q5=01] Thinking about the **organized sports*** you've participated in over the past 3 years, in what type of facility did the sports most often take place?

Please select all that apply

- 01. A local school
- 02. A community or municipal facility
- 03. An elite training facility
- 04. Outdoors
- 05. Private facility
- 06. Federal parks and recreational facilities
- 07. Other, please specify: _____

11B. [ASK IF Q5=02] Thinking about the **non-organized sports*** you've participated in over the past 3 years, in what type of facility did the sports most often take place?

Please select all that apply

- 01. A local school
- 02. A community or municipal facility
- 03. An elite training facility
- 04. Outdoors

- 05. Private facility
- 06. Federal parks and recreational facilities
- 07. Other, please specify: _____

11C. [ASK IF Q5=03] Thinking about the **recreational physical activities*** you've taken part in over the past 3 years, in what type of facility did they most often take place?

Please select all that apply

- 01. A local school
- 02. A community or municipal facility
- 03. An elite training facility
- 04. Outdoors
- 05. Private facility
- 06. Federal parks and recreational facilities
- 07. Other, please specify: _____

Satisfaction with Current Sport Opportunities

17. [ASK EVERYONE] Using the scale below, how do you feel about your life as a whole right now?

- 01. 0- Very dissatisfied
- 02. 1
- 03. 2
- 04. 3
- 05. 4
- 06. 5
- 07. 6
- 08. 7
- 09. 8
- 10. 9
- 11. 10-Very satisfied

The next few questions focus on your local community. By this, we mean the city or town in which you live, or live near, and the surrounding area.

18. [ASK EVERYONE] Thinking about sport in your community, what, if anything, are you dissatisfied with? When answering these questions, please remember that 'sports' refers to organized and non-organized sports*, excluding recreational physical activities.

Select all that apply

[ROTATE]

- 01. The number of sports facilities accessible to you in your community.
- 02. The quality of the sports facilities in your community.
- 03. The cost to use sports facilities in your community.
- 04. The variety of organized sports available to play in your community.

05. The quality of the organized sport programs in your community.
 06. The cost of the organized sport programs in your community.
 07. The quality of the sport facilities in the schools in your community.
 08. The variety of sports available at the schools in your community.
 09. The cost of the sport programs available at the schools in your community.
 10. [SHOW IF Q59=01] The availability of accessible sports facilities in your community for persons living with disabilities.
 11. [SHOW IF Q59=01] The availability of sports programs in your community for persons living with disabilities.
 12. Other, please specify: _____ [ANCHOR]
19. [ASK EVERYONE] Overall, how satisfied or dissatisfied are you with the sport opportunities in your local community?
01. 0- Very dissatisfied
 02. 1
 03. 2
 04. 3
 05. 4
 06. 5
 07. 6
 08. 7
 09. 8
 10. 9
 11. 10-Very satisfied
 12. I don't know

Future Sport Participation

The rest of this survey focuses on the *future* role of sport in your life, in your community, and in the country. By future, we mean the next 3 to 5 years. We know that many factors can influence participation in sports, including the COVID-19 pandemic, so we would like you to select the response that best applies at this time. When answering these questions, please remember that 'sports' refers to organized and non-organized sports*, excluding recreational physical activities*.

To start,

66. [ASK EVERYONE] Looking ahead 3 to 5 years, how likely is it that you will participate in sport?
01. Not at all likely
 02. Not very likely
 03. Fairly likely [FUTURE PARTICIPANTS]
 04. Very likely [FUTURE PARTICIPANTS]
 05. I don't know

67. [ASK PARENTS] Looking ahead 3 to 5 years, how likely is it that your child/ren will participate in sport?

- 01. Not at all likely
- 02. Not very likely
- 03. Fairly likely
- 04. Very likely
- 05. I don't know

20. A. [ASK FUTURE PARTICIPANTS (Q66=03 OR 04)] Still looking ahead 3 to 5 years, how likely is it that you will try sports that you have never participated in before?

- 01. Not at all likely
- 02. Not very likely
- 03. Fairly likely
- 04. Very likely
- 05. I don't know

24. A. [ASK IF Q24A=03,04] Please tell us which sports you are likely to try in the future.

Five text boxes

25. A. [ASK IF (Q5=01 OR 02)] Still looking ahead 3 to 5 years, which sports are you likely to stop participating in?

Please select all that apply

- [INCLUDE SPORTS PLAYED FROM Q7A-B]
- None
- I don't know

26. A. [ASK IF Q28A ≠ I DON'T KNOW OR NONE] Why are you likely to stop participating in [IF Q28A=ONE ITEM: this sport/IF Q28A=MULTIPLE ITEMS: these sports]?

Select all that apply

- [ROTATE ORDER]
- 01. Health reasons
- 02. Physical injuries
- 03. DELETE
- 04. Fear of injury
- 05. Fear of contracting COVID-19 or another contagious disease
- 06. Lack of interest
- 07. Changes in stage of life (e.g., becoming a parent, starting school, retiring), please specify: _____
- 08. Cannot justify the cost of participating
- 09. Too much pressure to perform at a high level
- 10. I am no longer progressing in the sport
- 11. The sport is no longer fun
- 12. Conflicts with coaches/instructors
- 13. Conflicts with teammates/competitors

14. Burnout/exhaustion
15. DELETE
16. Moving/changing communities
17. Need to focus on one sport only
18. Difficulty getting to sport facilities
19. Competing demands in daily life/No time
20. Other, please specify: _____ [ANCHOR]
21. I don't know [ANCHOR]

30A. [ASK EVERYONE] In the future, if you decided to participate in sport, what would you look for when choosing a sport to participate in?

Select all that apply

[ROTATE ORDER]

01. Improved health/physical fitness
02. DELETE
03. Sense of belonging
04. Friendships
05. Relaxation
06. Fun
07. Skill development
08. Challenge
09. Competition
10. Awards / recognition
11. Community involvement
12. Safety
13. Other, please specify: _____ [ANCHOR]
14. None of these [ANCHOR]
15. DELETE

30B. [ASK PARENTS] In the future, if your child/ren decided to participate in sport, what would they look for when choosing a sport to participate in?

Select all that apply

[ROTATE ORDER]

01. Improved health/physical fitness
02. Sense of belonging
03. Friendships
04. Relaxation
05. Fun
06. Skill development
07. Challenge
08. Competition
09. Awards / recognition
10. Community involvement
11. Safety
12. Other, please specify: _____ [ANCHOR]

13. None of these [ANCHOR]

31A. [ASK EVERYONE] What barriers, if any, are there to participating in sport for you personally?

Select all that apply

[ROTATE ORDER]

01. Ability/one's aptitude for sport
02. DELETE
03. Cost
04. Your family does not recognize the value of sport
05. Lack of beginner level sport programs
06. Lack of assistance from family
07. Lack of transportation to practice and games
08. Lack of diversity/not feeling like you belong
09. Lack of awareness of facilities and programs
10. Lack of sport programs in school
11. Programs not offered in preferred language
12. Programs do not understand specific cultural and religious needs
13. Lack of interest
14. Poor health/fitness
15. [SHOW IF Q59=01] Lack of accessible sports facilities for persons living with disabilities
16. [SHOW IF Q59=01] Lack of sport programs for persons living with disabilities
17. Other, please specify: _____ [ANCHOR]
18. None/there are no barriers [ANCHOR]

31B. [ASK PARENTS] What barriers, if any, are there to participating in sport for your child/ren?

Select all that apply

[ROTATE ORDER]

01. Ability/one's aptitude for sport
02. DELETE
03. Cost
04. Your family does not recognize the value of sport
05. Lack of beginner level sport programs
06. Lack of assistance from family
07. Lack of transportation to practice and games
08. Lack of diversity/not feeling like you belong
09. Lack of awareness of facilities and programs
10. Lack of sport programs in school
11. Programs not offered in preferred language
12. Programs do not understand specific cultural and religious needs
13. Lack of interest
14. Poor health/fitness
15. Lack of accessible sports facilities for persons living with disabilities
16. Lack of sport programs for persons living with disabilities
17. Other, please specify: _____ [ANCHOR]
18. None/there are no barriers [ANCHOR]

Factors Influencing Future Participation in Sport

There are many reasons why someone might decide to participate in a sport. The next questions focus on these reasons. When answering these questions, please remember that 'sports' refers to organized* and non-organized sports*, excluding recreational physical activities*.

32A. [ASK EVERYONE] Looking ahead 3 to 5 years, what factors *might* influence your decision to participate in a sport?

Select all that apply

[ROTATE ORDER]

01. The ability to be outdoors or in nature
02. The potential to develop into an elite athlete
03. The ability to compete at increasingly higher levels
04. The ability to train locally
05. Sport opportunities that are culturally relevant
06. Sport opportunities and facilities specifically for women and girls
07. Sport opportunities and facilities specifically for seniors
08. Sport opportunities specifically for beginners/those new to a sport
09. Sport opportunities for people with different abilities to participate, from beginners to experts
10. Sport opportunities for persons living with disabilities
11. Opportunities for 'drop in' or 'pay-to-play'
12. Sport opportunities that are safe
13. The cost of sport programs
14. The location of sport programs/distance from home
15. Friends and family
16. Social media/influencers
17. DELETE
18. The opportunity to engage in social interactions with others
19. None of the above [ANCHOR] [SKIP TO Q34]

32B. [ASK PARENTS] Looking ahead 3 to 5 years, which of the following factors *might* influence your decision to enroll your child/ren in a sport?

Select all that apply

[ROTATE ORDER]

01. The ability to be outdoors or in nature
02. The potential to develop into an elite athlete
03. The ability to compete at increasingly higher levels
04. The ability to train locally
05. Sport opportunities that are culturally relevant
06. Sport opportunities and facilities specifically for women and girls
07. Sport opportunities specifically for beginners/those new to a sport
08. Sport opportunities for people with different abilities to participate, from beginners to experts

09. Sport opportunities for persons living with disabilities
 10. Opportunities for 'drop in' or 'pay-to-play'
 11. Sport opportunities that are safe
 12. The cost of sport programs
 13. The location of sport programs/distance from home
 14. Friends and family
 15. Social media/influencers
 16. Sports available at school
 17. DELETE
 18. The opportunity to engage in social interactions with others
 19. None of the above [ANCHOR] [SKIP TO Q34]
34. [ASK EVERYONE] Still looking ahead 3 to 5 years, what changes to your **personal circumstances** would *encourage* you to participate in sport?

Select all that apply

[ROTATE ORDER]

01. More free time
 02. More support in the household (e.g., help with childcare)
 03. More flexibility at work (e.g., extended lunch hour, flexible hours)
 04. More disposable income
 05. Stronger social network/larger circle of friends that share my interest in sports
 06. Improved health / Increased fitness level
 07. Access to proper sports equipment or attire
 08. Better knowledge of sport opportunities in my community
 09. None of the above [ANCHOR]
 10. I don't know [ANCHOR]
- 35A. [ASK EVERYONE] Still looking ahead 3 to 5 years, what changes to **sport programming** would *encourage* you to participate in sport?

Select all that apply

[ROTATE ORDER]

01. Lower participation or registration costs
02. Greater ease of access to facilities in my community (e.g., distance, parking, transit access)
03. Improved or better maintained sport facilities in my community
04. Easier access to information about available programs in my community
05. Easier, more user-friendly registration systems
06. More flexible program schedules (e.g., time of day, day of the week)
07. More opportunities to participate in sports virtually
08. More diversity among participants (e.g., age, gender, ethnicity, skill level)
09. Access to increasing levels of sport, from recreation to competitive
10. Better trained, more knowledgeable coaches/instructors
11. Improved safety measures and policies
12. Improved mental health services and programs for sport participants

13. Improved concussion prevention, surveillance, and management
14. More diversity of coaches and officials
15. Better management of incidents involving harassment, abuse, or discrimination
16. None of the above [ANCHOR]
17. I don't know [ANCHOR]

35B. [ASK PARENTS] Still looking ahead 3 to 5 years, which of the following changes to **sport programming** would *encourage* you to enroll your child/ren in a sport?

Select all that apply

[ROTATE ORDER]

01. Lower participation or registration costs
02. Greater ease of access to facilities in my community (e.g., distance, parking, transit access)
03. Improved or better maintained sport facilities in my community
04. Easier access to information about available programs in my community
05. Easier, more user-friendly registration systems
06. More flexible program schedules (e.g., time of day, day of the week)
07. More opportunities to participate in sports virtually
08. More diversity among participants (e.g., age, gender, ethnicity, skill level)
09. Access to increasing levels of sport, from recreation to competitive
10. Better trained, more knowledgeable coaches/instructors
11. Improved safety measures and policies
12. Improved mental health services and programs for sport participants
13. Improved concussion prevention, surveillance, and management
14. More diversity of coaches and officials
15. Better management of incidents involving harassment, abuse, or discrimination
16. Quality sport in school
17. None of the above [ANCHOR]
18. I don't know [ANCHOR]

36. [ASK FUTURE PARTICIPANTS (Q66=03 OR 04)] Still looking ahead 3-5 years, which of following elements of sports programs will be important to you personally:

[PRESENT AS PAIRS]

ITEM 1

1. Coached/instructed
1. Formal rules
1. Indoor
1. Individual
1. Recreational
1. Low potential for injury (e.g., low speed, non-contact)
1. Little to no social interaction
1. A focus on fitness in general
1. Low-risk

ITEM 2

2. Participant driven
2. Flexible rules
2. Outdoor
2. Partner/team
2. Competitive
2. Higher potential for injury (e.g., high speed or contact)
2. High level of social interaction
2. A focus on a specific sport
2. High-risk

[RESPONSE OPTIONS]

01. [ITEM 1] is more important
02. [ITEM 2] is more important
03. Both are equally important
04. I don't know
05. Does not apply

Community Involvement in Sport

Many sports rely on volunteers to fill different supporting roles, including being a coach or trainer, being a referee, keeping score or time for games or matches, operating concessions and even helping with fundraising. These next questions are about volunteering.

37. [ASK EVERYONE] Have you ever been a volunteer for a sports program or sports organization?

01. Yes, and I currently volunteer.
02. Yes, but I am not currently a volunteer.
03. No, but I am interested in becoming a volunteer.
04. No, and I am not interested in volunteering. [GO TO Q40]

38. [IF Q37=01,02,03] If you had to attend instruction or certification training to volunteer, what is the maximum amount of time per year that you would be willing to commit?

[ITEMS]

- a. 1 hour per year
- b. 2-3 hours per year
- c. 4-5 hours per year
- d. 6 or more hours per year

39. [ASK IF Q37=01 OR 02 OR 03] Which of the following topics do you think should be included in mandatory training for volunteers?

Please select all that apply

[ROTATE ORDER]

01. Learning age and/or stage appropriate skill development
02. Receiving a coaching level certification
03. Learning how to prevent maltreatment and abuse of participants
04. Learning administrative support activities (e.g., set-up online membership portal)
05. Learning how to improve leadership skills
06. Learning how to improve management skills
07. Learning how to improve communication skills
08. Learning how to recruit participants
09. Learning how to prevent physical injury
10. Learn about concussion awareness and prevention
11. Learning how to address inclusion and diversity

12. Learning about prevention and management of mental health issues
13. Other, please specify: _____ [ANCHOR]
14. I don't know [ANCHOR]

Future Role of Sport in Canada

Turning to the role of sport in Canada,

40. [ASK EVERYONE] Looking ahead 3-5 years in Canada, what purposes will sport delivered by local communities serve?

Please select all that apply

[ROTATE ORDER]

01. Activity for family or household
02. For skill development in a sport
03. For developing friends and acquaintances or to socialize
04. For fun, recreation, relaxation
05. To provide opportunity to access sport regardless of income
06. To help bring people from different backgrounds together
07. To make the community safer
08. To encourage respect for others (e.g., language, culture, identity etc.)
09. Other, please specify: _____ [ANCHOR]
10. I don't know [ANCHOR]

41. [ASK EVERYONE] In your opinion, how valuable will large-scale, international sporting events, such as the Olympics/Paralympics, Pan American/Parapan American Games or Commonwealth Games, be to Canadians in the future?

01. Not at all valuable
02. Not very valuable
03. Fairly valuable
04. Very valuable
05. I don't know

42. [ASK IF Q41=01,02] Why do you think large-scale sporting events will have limited value to Canadians in the future?

01. [TEXT BOX]
02. I don't know

43. [ASK IF Q41=03,04] In what ways do you think large-scale sporting events will provide value to Canadians in the future?

01. [TEXT BOX]
02. I don't know

44. [ASK EVERYONE] In your opinion, how much investment should governments in Canada place on funding sport at the following levels?

[ITEMS]

- a. Children and youth sport
- b. Recreational sport
- c. High performance / elite sport

[RESPONSE OPTIONS]

- 01. No investment at all
- 02. Small investment
- 03. Moderate investment
- 04. High investment
- 05. I don't know

45. [ASK EVERYONE] Using the list below, please indicate how, if at all, you think technology will affect sport in the next 3-5 years.

Please select all that apply

[ROTATE ORDER]

- 01. Increased athletic performance
- 02. Improved safety of sports
- 03. Fewer athlete injuries
- 04. More fan interactions with athletes
- 05. More fan interactions with sporting events
- 06. New ways to watch/experience sports
- 07. Better refereeing or judging of performance
- 08. It won't affect sports [ANCHOR]
- 09. Other, please specify: _____ [ANCHOR]
- 10. I don't know [ANCHOR]

Related Issues

You're almost finished the survey.

46. [ASK EVERYONE] Which of the following comes closest to describing what "inclusion" looks like in the context of sports to you?

[ROTATE ORDER]

- 01. Sports should have separate programs based on age, sex, and ability to ensure that everyone can participate in a fair and safe environment.
- 02. Sports should have mixed-age, mixed-sex, and mix-ability programs to ensure that everyone feels included.

47. [ASK EVERYONE] Which of the following comes closest to describing what “diversity” looks like in the context of sports to you?

[ROTATE ORDER]

01. Sport programs should be designed to welcome everyone, regardless of things like age, sex, cultural background, religion, or sexual orientation.
02. Sport programs should be designed with specific populations in mind, such as persons living with disabilities, cultural communities, members of the LGBTQ2 community, women, or seniors.

Demographics

The questions below will be used to better understand how Canada’s various population groups view and participate in sport. While some of the categories below may be limited, please select the options that best describe you.

The first two questions are about sex and gender. The Government of Canada takes Canadians’ privacy very seriously. This information is only being collected because sports are currently activities often organized by the categories of men and women. Your responses to these questions are confidential and you may opt to not provide a response.

48. [ASK EVERYONE] What was your sex recorded at birth?

01. Female
02. Male
03. Prefer not to answer

49. [ASK EVERYONE] How do you identify your gender? This refers to current gender which may be different from sex recorded at birth and may be different from what is indicated on legal documents.

01. Man
02. Woman
03. Non-Binary
04. I identify as another gender, please specify: _____
05. Prefer not to answer

50. [ASK EVERYONE] Including yourself, how many people usually live in your household?

01. [NUMBER]
02. Prefer not to answer

51. [ASK EVERYONE] What is your relationship/marital status?

01. Single
02. Married/common-law

- 03. Legally separated
- 04. Divorced
- 05. Widowed
- 06. Other, please specify: [TEXT]
- 07. Prefer not to answer

52. [ASK PARENTS] Besides yourself, who in your household helps with childcare?

Please select all that apply

- 01. Spouse/co-parent
- 02. Grandparent(s)
- 03. Aunts/uncles
- 04. Older children
- 05. Other, please specify: [TEXT]
- 07. No one
- 06. Prefer not to answer

53. [ASK EVERYONE] What is the highest level of education that you have reached?

- 01. Some elementary
- 02. Completed elementary
- 03. Some high school
- 04. Completed high school
- 05. Some college/vocational/trade school/commercial/CEGEP
- 06. Completed college/vocational/trade school/commercial/CEGEP
- 07. Some university (No degree or diploma obtained)
- 08. Completed university (Diploma or bachelor degree)
- 09. Post-graduate university/professional school (Master's, PhD, or any professional degree)
- 10. Other, please specify: [TEXT]
- 11. Don't know
- 12. Prefer not to answer

54. [ASK EVERYONE] Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

- 01. Less than \$20,000
- 02. \$20,000 to \$39,999
- 03. \$40,000 to \$59,999
- 04. \$60,000 to \$79,999
- 05. \$80,000 to \$99,999
- 06. \$100,000 to \$149,999
- 07. \$150,000 and above
- 08. Prefer not to answer

55. [ASK EVERYONE] Are you First Nations, Métis or Inuk (Inuit)?

- 01. No, not First Nations, Métis or Inuk (Inuit)
- 02. Yes, First Nations

- 03. Yes, Métis
- 04. Yes, Inuit
- 05. Prefer not to answer

56. [IF Q55=01,05] Were you born in Canada?

- 01. Yes
- 02. No
- 03. Prefer not to answer

57. [IF Q56=02] In what year did you first come to Canada to live?

- 01. Record year: [TEXT]
- 02. Don't know / don't remember
- 03. Prefer not to answer

58. [ASK EVERYONE] Which of the following best describes you?

Please select all that apply

- 01. White
- 02. Indigenous
- 03. South Asian (e.g., Indian, Pakistani, Sri Lankan, Bangladeshi, etc.)
- 04. East Asian (e.g., Chinese, Korean, Japanese, Taiwanese, etc.)
- 05. Southeast Asian (e.g., Filipino, Vietnamese, Cambodian, Indonesian, etc.)
- 06. Middle Eastern, West and Central Asian (e.g., Israeli, Iranian, Lebanese, Afghan, Palestinian, etc.)
- 07. Asian, please specify: _____
- 08. North African (e.g., Egyptian, Moroccan, Algerian, etc.)
- 09. Black Caribbean (e.g., Jamaican, Haitian, Trinidadian/Tobagonian, etc.)
- 10. Black African (e.g., Nigerian, Ethiopian, Congolese, etc.)
- 11. Black, please specify: _____
- 12. Latinx (e.g., Colombian, Salvadorian, Peruvian, etc.)
- 13. Multiracial, please specify: _____
- 14. I identify as: _____

61. [ASK EVERYONE] What is the language that you first learned at home and still understand?

- 01. English
- 02. French
- 03. An Indigenous language
- 04. Other, please specify: _____
- 05. Prefer not to answer

62. [ASK EVERYONE] Do you identify as lesbian, gay, bisexual, transgender, queer, Two-Spirit, intersex, and/or non-binary?

01. Yes

02. I identify as part of the LGBTQ2 community, but I use different terms and concepts to refer to my sexual orientation and/or gender identity and expression (e.g., pansexual, queer, or gender diverse).

03. No

04. Prefer not to answer

63. [ASK EVERYONE] To help us better understand how results vary by region, would you please provide your postal code? Your postal code will not be used to identify you or link your survey responses to you.

01. [TEXT]

02. Don't know

03. Prefer not to answer

64. [IF Q63=02,03] Would you be willing to provide the first three digits of your postal code?

01. [TEXT]

02. No

Finally,

65. [ASK EVERYONE] Looking ahead 10 years, what does sport participation in Canada look like to you? Feel free to elaborate on what factors might influence participation in sport, what sports will be popular, how sport will be played, officiated, funded, or experienced differently than now, or what role climate change or technology will play in sport.

01. [TEXT]

02. No comment

Closing Page

That concludes the survey. This survey was conducted on behalf of the Department of Canadian Heritage. In the coming months the report will be available from Library and Archives Canada. We thank you very much for taking the time to answer this survey. Your help is greatly appreciated.