



Survey on Ethics, Equity and Safety in Sport - General population, National Sport Organizations (NSO) and Athletes

EXECUTIVE SUMMARY

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Ce rapport est aussi disponible en français.

This public opinion research report presents the results of three online surveys conducted by Léger Marketing Inc. on behalf of Canadian Heritage. The quantitative research studies were conducted with 10,376 Canadians, 39 National Sport Organizations (NSO) and 170 high performance athletes, all residing in different regions of Canada between February 6th, 2024, and March 5th, 2024.

Cette publication est aussi disponible en français sous le titre : « Sondage sur éthique, équité et sécurité dans le sport – Population générale, organismes nationaux de sport (ONS) et athlètes ».

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Executive Summary

Leger is pleased to present Canadian Heritage with this report on findings from three quantitative surveys designed to learn about Canadians, NSOs and athletes who reside in different regions. This report was prepared by Léger Marketing Inc. who was contracted by Canadian Heritage (contract number CW2342796 awarded December 20, 2023). This contract has a value of \$178,229.00 (excluding HST).

1.1 Background and Objectives

Background

Sport Canada launched a survey to measure awareness, perceptions, and understanding of crucial issues related to ethics, equity, and safety in Canadian sport among three distinct groups: the general population of Canada, administrators of National Sport Organizations (NSOs), and high-performance athletes. A similar survey targeting the general population was carried out in 2021 (https://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/canadian_heritage/2021/104-20-e/104-20_Methodological_Report_EN.htm).

These surveys are designed to support Core Responsibility 3 (Sport) within the Department of Canadian Heritage's Departmental Results Framework (DRF). They provide Sport Canada with disaggregated data to assess the following DRF outcome: Canadians, irrespective of gender, physical ability, and cultural background, who engage in sports activities, feel content with the way the activity is administered. Moreover, the surveys are set to address data gaps in Sport Canada's reporting indicators as outlined in the Sport Canada Performance Information Profile (PIP).

Further, the surveys align with the overarching goals of the *Physical Activity and Sport Act*, which emphasizes the highest ethical standards and values, including a doping-free sport environment, treating all individuals with fairness and respect, ensuring full and fair participation of everyone in sport, and the fair, equitable, transparent, and timely resolution of disputes in sport.

Objectives

The purpose of this survey was to support Sport Canada in reporting on performance indicators as well as addressing issues of sport safety, ethics, and gender equity relevant to Canadians and sport stakeholders. This was done by including comparable questions from a previous survey and revising questions to gain new insights. Questions and scenarios regarding ethics, gender equity, and safety in sport have become increasingly prominent internationally and within the Canadian context. This heightened awareness has been propelled by media and public scrutiny, as well as the proactive efforts of the Canadian sport system, which has been keen on developing and implementing strategies for safety and integrity in sports. The establishment of policies, enhanced monitoring, reporting, and management mechanisms, among others, have been adopted to confront challenges related to ethics, integrity, and safety. Public opinion is also vital for devising interventions, communication campaigns, and strategies for the future. The surveys aimed to assess levels of knowledge and satisfaction concerning matters such as gender equity, doping, concussions, and harassment and abuse.

1.2 Methodology

A quantitative approach, consisting of online surveys and a telephone survey (for respondents in the Territories) was used to meet the above objectives (Table 1).

Table 1. Type and description of surveys

Surveys	Audience demographics	Mode	Sample Size
1	General population 16+	Online panel (Telephone survey in the Territories)	Online = 10,076 Phone = 300 Total = 10,376
2	NSO Administrators	Online	39
3	High-performance athletes	Online	170

For the general population survey, the data collection in the Territories was done by phone using a Random Digit Dialling (RDD) approach. For the web portion, a sample of 10,076 respondents was sought. For the telephone portion in the Territories, a total of 300 respondents was sought.

Leger was responsible for drawing the sample for the general population survey from its own proprietary panel, the Leo panel. The sample in the territories was drawn using ASDE’s database of phone numbers. The phone sample had a landline and cell phone component, and the sample was collected using RDD methodology. The sample included a landline and a cellphone portion to maximize the representativeness of the final sample. Sport Canada shared the contact information for surveys 2 and 3 with Leger. Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

Survey 1 – General population in Canada 16+ - Online Panel Quantitative Study

The study was conducted through a web-based survey of the Canadian population aged 16 and over who could speak English or French. Respondents were randomly selected through the Leo panel, Leger’s own panel of Canadian Internet users comprising nearly half a million Internet users across Canada. Respondents for this survey were selected from among those who had volunteered to participate in online surveys. Since an actual probability sampling method was not used, the calculation of the margin of error cannot be done for this project. The average time to complete the online questionnaire was 11 minutes.

The sample in the territories was drawn using ASDE’s database of landline and cell phone numbers. The sample was collected using a random digit dialling (RDD) methodology. The average time to complete the phone questionnaire was 25 minutes.

A pretest of 34 interviews (online: 26 and telephone: 8) was completed before launching data collection to validate the programming of the questionnaire in both official languages.

Sample Distribution

A sample of 10,376 Canadians 16 years of age and older was collected for this component of the project.

The online fieldwork for the survey was carried out from February 13th, 2024, to March 5th, 2024.

The telephone fieldwork for the survey was carried out from February 12th, 2024, to February 26th, 2024.

The regional distribution was defined as described in Table 2.

Table 2. Regional sample distribution

Region	Percentage of population	% of Sample	Sample Size
NB	2,1%	2,1%	215
NL	1,4%	1,4%	141
NS	2,7%	2,5%	260
PE	0,4%	0,5%	51
QC	23,0%	22,2%	2302
ON	38,6%	37,3%	3871
MB	3,5%	3,5%	364
SK	2,9%	3,1%	320
AB	11,1%	11,4%	1178
BC	13,8%	12,9%	1335
(NET) Territories	0,3%	3,3%	339
TOTAL	100.0%	100.0%	10,376 (10,076 + 300 oversample)

To ensure representativeness, results were weighted by region, gender, age, language and indigenous status.

A complete methodological description is provided in the Appendix section of this document (please see Appendix A.1.1).

Survey 2 – NSO Administrators - Online Quantitative Study using Client’s Contact List

The second online survey, which had no telephone component, was sent to administrators of National Sport Organizations (NSOs). Sport Canada was responsible for providing the contact list to Leger, who then distributed the survey. The survey was programmed on Decipher and was available in English and French. A pretest of seven interviews was completed before launching to validate the programming of the questionnaire in both official languages. The survey was distributed on February 6th, 2024, and was open until March 5th, 2024. Three reminders were sent. A total of 39 NSO administrators responded.

A complete methodological description is provided in the Appendix section of this document (please see Appendix A.1.2).

Survey 3 – High-performance Survey – Online Survey using Client’s Contact List

The third online survey, which had no telephone component, was sent to high-performance athletes receiving funding through the Athlete Assistance Program (AAP). Sport Canada was responsible for providing the contact list to Leger. The survey was programmed on Decipher, and was available in English and French. A pretest of 14 interviews was completed before launching to validate the programming of the questionnaire in both official languages. The survey was distributed on February 8th, 2024, and was open until March 5th, 2024. Three reminders were sent. A total of 170 athletes responded.

A complete methodological description is provided in the Appendix section of this document (please see Appendix A1.3).

1.3 Overview of the Findings

1.3.1 General Population Survey

Participation in Sport in Canada:

- A little under half of respondents (49%) participated in a sport in Canada in the last three years. Among these respondents, 49% reported being involved in an organized sport in Canada as a participant, coach, instructor, parent, volunteer, administrator or official in the last three years (24% among all the respondents).
- The majority (80%) of those who participated in sport in Canada were involved as participants. Other main roles are as volunteers (19%), a parent of a participant (18%), and as a coach (10%).

- Respondents who engaged in sports activities within the last three years have indicated a notably higher satisfaction level, with 38% rating their satisfaction between 9 and 10, in stark contrast to the 21% reported across the general population.
- Most respondents (82%) who participated in a sport are satisfied with their experiences, rating their satisfaction level at 7 or higher.

Safety and Welcoming Atmosphere in Sport:

- Most respondents who participated in a sport in Canada in the last three years agree that they have experienced sport in Canada in a safe (83%) and welcoming environment (80%). Perception of safety is higher among respondents with no disability.
- Among those who disagree that they have experienced a safe environment, main concerns were verbal violence (12%), and safety measure that need to be improved (10%).
- Among those who disagree that they have experienced a welcoming environment, main concerns were the lack of focus on having fun with a very competitive environment (14%), and aggressive parents or unfriendly people (13%).
- A small portion (9%) of respondents ended their participation in sport because they didn't feel safe and/or welcome.

Incidents Related to Sport Experience:

- Under half of respondents (40%) who participated in a sport in Canada in the last three years declared at least one incident within their organized sport. The main incidents reported were:
 - Mental health challenges (16%)
 - Diagnosed concussion (15%)
 - Harassment (14%)
 - Sexism (14%)
 - Racism (13%)
 - Non-diagnosed concussion (11%)
 - Homophobia (10%)
 - Abuse or maltreatment (9%)
 - Any form of corruption (8%)
 - Doping (6%)
- The following groups were more likely to experience or witness an incident:
 - Indigenous respondents (69%)
 - Bisexuals (62%)
 - Those aged between 16 and 34 years old (54%)
 - Homosexuals (50%)
 - BIPOC (46%)
- Those with a disability (55%) were more likely than others to have reported at least one incident.
- Many respondents did not know where to go or how to react if faced with the issues listed:
 - 60% mentioned that they lack this knowledge for corruption
 - 58% for doping
 - 52% for maltreatment

- 44% for mental health challenges

Understanding and Confidence in Addressing Maltreatment in Canadian Sport:

- A portion of respondents (60%) reported not being knowledgeable about what constitutes a maltreatment in sport, with 32% saying they were knowledgeable.
- Over half of respondents (53%) said they were not confident knowing what to do when experiencing maltreatment. On the other hand, a little more than a third (38%) said that they would be confident.
- A little over half of respondents (52%) agreed that they trusted that sports organizers in Canada to have policies in place to prevent and address maltreatment in sports. On the other hand, 23% mention neither agreeing, nor disagreeing with the statement, and 12% were not sure.

Perspectives on Ethical and Safety Challenges in Sport:

- Concussions (63%), followed by sexism (47%) and harassment (45%) are the top three issues according to respondents. These are followed by homophobia (42%), racism (41%) and mental health (40%), doping (34%), corruption (34%), ageism (33%), and maltreatment (31%).
- Less than half of the respondents are confident that coaches, volunteers, administrators, instructors, and officials in Canadian organized sports have received proper training to help prevent various issues, with mental health perceived as the area in which personnel are least trained (31%).
- More than a third are confident that the personnel have been trained to help prevent ageism (36%), corruption (37%), homophobia (38%), sexism (38%), and two out of five or more are confident that they have been trained to prevent harassment (40%) abuse and maltreatment (41%) racism (42%), doping (42%), and concussions (48%).

Awareness and Confidence in Concussion Management in Sport:

- Over half of respondents mentioned being knowledgeable in their understanding of the symptoms of a concussion (56%), while 42% mentioned not being knowledgeable.
- Less than half of respondents reported being confident that they would know what to do if they suspected that they or another person sustained a concussion (46%). Half (50%) indicated not being confident in knowing what they would need to do.
- Only 25% reported being aware of tools and resources available to detect and manage concussions, such as the Canadian Guideline on Concussions in Sport, while 75% indicated not being aware of such tools.
- Over half of respondents (58%) reported they would know where to go in their area to diagnose and manage concussions, while under half (42%) indicated they wouldn't know.
- Over half of respondents (62%) who participated in a sport in Canada in the last three years would agree with sharing their medical history of concussions with sports administrators and government bodies via a document (e.g., a health passport) to ensure measures are in place to protect their health.

- Just over six out of ten respondents (63%) agree that they trust that sports organizers in Canada have policies in place to know what to do if they suspect a participant sustained a concussion in a sport.

Perceptions of Challenges Across Canadian Sports:

- The majority of respondents think that athletes suffer from mental health challenges across all levels of Canadian sport with professional sport coming in first (83%), followed by semi-professional sport (82%), international amateur sport (81%), university/college sport (81%) and elite youth sport (79%).
- Less than a third of respondents suspected a match manipulation in Canadian sports at different levels, with 31% suspecting match manipulation in international amateur sports, 31% in professional sports, 28% in semi-professional leagues, and 25% in university/college sports.
- A third of respondents or more suspected fraud or bribery in Canadian sport organization in professional sport (39%), international amateur sport (38%), in semi-professional sport (34%), while less than a third (29%) suspected fraud or bribery in university/college sport.
- Around a third of respondents feel confident that Canadian athletes are not doping or taking prohibited performance enhancing substances in professional sport (33%), in semi-professional sport (34%), international amateur sport (35%) and university/college sport (35%). A higher proportion of respondents were confident that athletes in elite youth sport were not doping (43%).
- Six out of ten respondents surveyed (60%) expressed confidence in Canadian athletes' awareness of supplement risks.
- Over half of the respondents (51%) agreed that the governance of sport in Canada is well-conducted, while 27% remained neutral, neither agreeing nor disagreeing with the statement, and a minority (15%) disagreed.

Sport Betting Perceptions:

- Under half (45%) believe sports betting (both legal and illegal) is a threat to organized sports, while 35% do not see it as a threat.
- Opinions on whether sport betting (both legal and illegal) is a threat to Canadians were evenly split, with 41% of respondents saying it was a threat and 40% saying it wasn't.

1.3.2 National Sport Organizations survey

Resource Adequacy for a Safe and a Welcoming Environment:

- Just over half of the respondents (54%) believe that NSOs possesses the essential resources to provide sports in a safe environment.
- Most respondents (69%) believe that their NSO have the necessary resources to provide sport in a welcoming environment.

Challenges in Canadian Organized Sport:

- More than two thirds indicate that poor mental health remains a concern in Canadian Organized Sport (COS) (69%), and 64% perceive sexism and concussions as issues.
- More than half respondents believe homophobia is a problem in COS (56%). On the other hand, slightly less than half respondents perceive the following as being an issue:
 - Harassment (49%)
 - Racism (38%)
 - Maltreatment (33%)
 - Ageism (21%)
 - Doping (21%)
 - Corruption (13%)
- When answering about their specific sport a little over half of the respondents (54%) believe that poor mental health is a problem, and a smaller proportion thought the following issues are a problem:
 - Sexism (36%)
 - Concussions (33%)
 - Harassment (26%)
 - Homophobia (26%)
 - Racism (23%)
 - Ageism (18%)
 - Doping
 - Maltreatment (10%)
 - Corruption (10%)
- The table below (Table 3) shows the proportion of respondents who are confident that coaches/officials/volunteers/administrators have been trained properly to prevent the listed issues.
- The level of confidence that the personnel is trained varies depending on the personnel role. Respondents are generally more confident that administrators have been trained properly, and less confident that volunteers were.
- Respondents felt that ageism and mental health are the issues that lack the most training.

Table 3. How confident are you that coaches/officials/volunteers/administrators at all levels of your sport have been properly trained to help prevent the following in sport: percent confident and very confident. *Base: All respondents (n= 39).*

	Coaches	Officials	Volunteers	Administrators
Doping	79%	62%	36%	74%
Concussions	74%	64%	38%	77%
Abuse and maltreatment	74%	69%	56%	79%
Harassment	69%	67%	54%	82%
Racism	59%	46%	41%	67%

Homophobia	54%	62%	36%	67%
Corruption including match manipulation	51%	67%	21%	54%
Sexism	51%	62%	41%	64%
Ageism	36%	44%	28%	62%
Mental health challenges	28%	36%	15%	62%

Universal Code of Conduct to Prevent and Adress Maltreatment in Sport (UCCMS):

- A little over a third of respondents (36%) have identified gaps in the content of The Universal Code of Conduct to Prevent and Adress Maltreatment in Sport (UCCMS).
- Over half (59%) have identified or anticipated challenges or barriers in implementing or adopting the UCCMS in their sport.

Concussion Awareness and Use of Resources:

- A little over three out of five respondents (62%) are confident that registered members of their organization have increased their knowledge of the Canadian Guidelines on Concussion in Sport over the last three years.
- Over half of respondents (54%) are confident that registered members of their organization can effectively use available concussion tools or resources.
- Most respondents are confident that their organization has made progress in preventing concussions in different areas:
 - Rules of the game (72%)
 - Safe and ethical behaviours (67%)
 - Training methods (62%)
- A little over a third of respondents (36%) stated that their organization is doing data collection on concussions, while almost half (49%) stated that their organization is not doing data collection, and 15% reported that it is in development.

Harassment Abuse Discrimination (HAD) Training:

- Almost all the respondents (95%) have an increased knowledge of behaviours that constitute HAD after taking mandatory HAD training.
- All of the respondents (100%, where 64% are very confident and 36% are confident) are confident that employees of their organization actively strive to create a workplace free of harassment, abuse and discrimination.

Understanding the Needs of Female Athletes:

- Almost three out of five respondents (59%) reported that their organization is using consultation and data to better understand the needs of female athletes.

- Most respondents (85%) agree that their organization intentionally designs sport programming to meet the diverse needs of female athletes, and 79% agree that their organization allocates resources to understanding the diverse needs of female athletes.

Anti-Doping Knowledge and Supplement Use Risks:

- Many respondents (69%) are confident that members of their organization have increased their knowledge of the risk associated with doping in sport in the past three years.
- Many respondents (79%) reported that their organization is satisfied with the delivery of the Canadian Anti-doping program by the Canadian Centre for Ethics in Sport (CCES) in their NSO and its impact on their understanding of their NSO's roles and responsibilities in antidoping.
- Most respondents (87%) agree to say that they feel confident that Canadian National Team athletes are well informed on the risks of supplement use.

Challenges in Canadian Sport:

- The following agree in match manipulation:
 - 41% in international amateur sport
 - 31% in professional sport
 - 31% in semi-professional sport
 - 21% in university/college sport
- Almost half of respondents (49%) think there is corruption in international amateur sport, 33% in professional sport, 33% in semi-professional sport, 23% in federally funded organizations, and 18% in university/college sport.
- More than half of the respondents (62%) expressed confidence that athletes participating in international amateur sports are not involved in doping. This sentiment decreases to 46% for elite youth sports and 44% for university/college sports. Conversely, only 18% believe that doping is absent in professional and semi-professional sport.
- Over half of respondents (62%) agree that sport in Canada is well governed, while 15% neither agree, nor disagree, and 23% disagree.

1.3.3 High-performance Athletes Survey

Current Life Satisfaction Level and Barriers to Participation:

- Most athletes surveyed report being satisfied with their life right now with 80% reporting a level of satisfaction of 7 or higher on a scale from 0 to 10.
- The majority (85%) is also satisfied with participating in sport.
- Most respondents (86%) have experienced at least one obstacle to their involvement in high-performance sport.
- The principal obstacle to involvement in high-performance sports is financial (72%), then transportation (26%), anxiety (26%), fear of injury (25%), and fear of judgment (21%).

- Close to one out of ten respondents indicated the concern of being unwelcomed (13%), the target of sexism (9%) and/or the target of harassment (9%) as a barrier to their involvement in high-performance sport in Canada.

Incidents and Challenges Faced:

- The major challenge faced by high-performance athletes is mental health issues with almost half experiencing this in the last three years.
- Close to two out of ten respondents reported experiencing sexism (22%), abuse or maltreatment (21%) as well as diagnosed concussions (20%), and 15% reported facing harassment in their sport over the past three years.
- More than half of the respondents (56%) agree that poor mental health is a problem in Canadian organized sport. Other main problems are sexism (34%), concussions (32%), ageism (30%), maltreatment (29%), harassment (28%), corruption (21%), and racism (20%).
- A smaller proportion agrees that homophobia (15%) and doping (4%) are a problem in Canadian organized sport.
- When it comes to their particular sport, there is a similar trend with 51% of the respondents agreeing that poor mental health is a problem. Other problems are concussions (32%), ageism (25%), sexism (24%) maltreatment (21%) and harassment (18%).
- A smaller proportion agrees that racism (13%), corruption (12%), homophobia (12%), and doping (6%) are a problem in their particular sport.

The table below shows the proportion of respondents who are confident that coaches/officials/volunteers/administrators have been trained properly to prevent the listed issues (Table 4).

- The level of confidence that the personnel is trained varies depending on the personnel role. Respondents are generally more confident that coaches have been trained properly, and less confident that volunteers were.
- Mental health challenges are perceived to receive the least amount of training.
- Only 21% of athletes are confident that volunteers have been properly trained regarding concussions.

Table 4. How confident are you that coaches/officials/volunteers/administrators at all levels of your sport have been properly trained to help prevent the following in sport: percent confident and very confident. *Base: All respondents (n= 170).*

	Coaches	Officials	Volunteers	Administrators
Doping	84%	68%	30%	72%
Harassment	72%	58%	35%	62%
Abuse and maltreatment	71%	54%	36%	58%

Corruption including match manipulation	68%	62%	32%	61%
Racism	67%	54%	36%	62%
Sexism	67%	51%	38%	60%
Concussions	65%	49%	21%	52%
Homophobia	64%	54%	35%	62%
Mental health challenges	45%	36%	23%	47%

Concussion Awareness and Response:

- Most respondents (89%) reported being knowledgeable when rating their understanding of symptoms of a concussion.
- Many respondents are confident (74%) that they would know what to do if they suspected that they or another person sustained a concussion.
- Many respondents (70%) reported being aware of tools and resources available to detect and manage concussions.
- A little over half (59%) reported that they have increased knowledge of the Canadian Guidelines on Concussion in Sport over the last three years.
- Most respondents (84%) are comfortable sharing their medical history of having a concussion (in full privacy and confidentiality) with coaches and sports organizations via a document to ensure measures are in place to protect their health.
- Most respondents (83%), agree that they trust Canadian support personnel to know what to do if they suspect a participant sustained a concussion in sport.

Harassment, Abuse and Discrimination (HAD) in Sport Environments:

- Many respondents are confident (78%) that employees of their National Sport Organization (NSO) actively strive to create a training and competition environment free of Harassment, Abuse and Discrimination.
- The majority of respondents are confident (90%) that they can identify HAD behaviours in their training and competition environment or in their National Sport Organization.
- A little over three out of five respondents (61%) reported being aware of their NSO’s third-party mechanism to address allegations of harassment, discrimination and abuse.
- Three out of five respondents (60%) reported that they have the information they need should they wish to lodge a complaint with their NSO’s third party mechanism.

Gender Equity Efforts for Female Athletes in Sports:

- Around two thirds of respondents (64%, where 43% strongly agree and 21% somewhat agree) agree that their NSO takes proactive measures in communications and media to promote equitable coverage of female athletes participating in their sport.

- A little over half of respondents (53%) agree that their NSO makes a strong effort to understand the diverse needs of female athletes.
- A little under half of respondents (49%) agree that their NSO intentionally designs sport programming to meet the diverse needs of female athletes.

Doping and Supplement Risks in Sport:

- Most respondents (94%) reported that their knowledge of the risks associated with doping in sport has increased over the past three years.
- Most respondents agree (91%) that they understand their roles and responsibilities regarding doping in their sport.
- Most respondents agree that they are confident (92%, where 62% strongly agree and 30% somewhat agree) that Canadian athletes are well informed on the risks of supplement use.

Challenges in Canadian Sport:

- A little less than a quarter of respondents (21%) think that there is match manipulation in professional sport. With 14% perceiving there to be match manipulation in semi-professional sport, 12% in international amateur sport, and 11% in university/college sport.
- Around 43% of respondents believe that there is corruption in professional sport, 35% think that it is the case for semi-professional sport and 34% think that there is corruption in international amateur sport. 26% of respondents think there is corruption in federally funded organizations, and nearly 23% believe university or college sports are corrupt.
- Many respondents (76%) trust that international amateur athletes are not doping. Confidence dips for elite youth (55%) and university/college athletes (52%). Fewer respondents believe semi-professional (39%) and professional athletes (33%) are not doping.
- More than half of the respondents (58%) agree that sport in Canada is well governed, with 22% neither agreeing, nor disagreeing with the statement, and 19% disagreeing that sport in Canada is well governed.

1.4 Notes on Interpretation of the Research Findings

The opinions and observations expressed in this document do not reflect those of Sport Canada. This report was compiled by Leger based on research conducted specifically for this project.

This project encompasses three distinct surveys:

The first survey targeted the general population, employing a non-probabilistic sampling method. Respondents were chosen from a panel of volunteers who have signed up to participate in online surveys. Consequently, the results of this survey are not statistically representative of the target population.

The second and third surveys were conducted among National Sports Organizations (NSOs) and high-performance athletes, respectively. Both surveys utilized an email list provided by Sports Canada to reach participants from NSOs and athletes. The results are representative of these groups. However, it is

important to note that due to the voluntary nature of the sample, the survey results may be subject to non-response bias, and thus, may not accurately reflect the broader population.

1.5 Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the management of Communications.

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

Signed by:



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