



Canadian Attitudes Toward Sport

Canadian Centre for Ethics in Sport

Final Report: February 2013



- The Canadian Centre for Ethics in Sport (CCES) commissioned Jenkins Research to conduct public opinion research with the general public and its elite athletes.
- The study is designed to:
 - Build on previous surveys on the role of sport in Canada.
 - Evaluate the current focus of CCES efforts in light of the perceptions of Canadians and elite athletes on the values identified in the True Sport movement.
 - Understand the threats to ethical sport in Canada.

Objectives

General Public Survey

- An online survey of the General Public was conducted between January 22 & January 28, 2013
- The survey was designed to take on average 12 minutes and covered the following topics:
 - Role in community-level sport, including of children in the household,
 - Perceptions of the value of community sport,
 - Overall evaluation of how well community-level sport is performing in the community,
 - Importance of and performance of community sport at realizing the principles of True Sport,
 - Perceived threats and concerns, including doping.
- The data was collected by Research Now using their online panel of Canadians.
- The sample was drawn to be representative of Canada and weighting was applied to ensure that the final sample reflects the population in Canada.

Methodology: Survey of Public

High Performance Elite Athlete Survey (Athlete)

- The survey was administered to the high performance athletes that are registered with the CCES.
- These athletes were asked the majority of the General Public survey plus a section devoted to issues of particular relevance to this group. The survey thus included:
 - Perceptions of the value of community sport,
 - Overall evaluation of how well community-level sport is performing in the community,
 - Importance of and performance of community sport at realizing the principles of True Sport,
 - Perceived threats and concerns, including an extended section on doping,
 - Evaluation of the CCES.
- The high performance athlete survey was in field January 23rd to 31st.
- A total of 85 completes were achieved from the athletes from a population of 509.

Methodology: Survey of Athletes

People believe in sport

- 56% of Canadians are involved at some level (at least are spectators) for community-level sport.
- 72% of Canadians recall participating in sport when they were growing up and positive experiences outnumber negative or neutral ones.
- 37% believe that community-level sport can instill character in youth to a very large extent (83% to a large extent). Benefits to communities and to participants (achieving personal excellence) are seen to be available to a lesser extent.

Community sport in Canada is viewed positively, but there is clear potential for improvement in the overall experience

- 32% of Canadians are very satisfied with the community-level sports offered in their community. Most (59%) are just satisfied.
- 14% of parents with children in community sport feel that their expectations for their child have been exceeded BUT, 18% have not had their expectations met.
- 7.3/10 is the average rating of how well the community-level sport in their community is performing at delivering a positive sport experience. Only 18% of Canadians are boosters (rate it 9 or 10 out of 10).
- Canadians are more likely to say that sport can have positive benefits for youth than they are to think that it is actually having these benefits, especially among those involved in community-level sport.

True Sport is relatively unknown but its principles are widely supported

- 10% of Canadians are at least somewhat aware of the True Sport movement (14% among those involved at the community level).
- 45% think that if sport lived up to the True Sport ideals that there would be a large impact on the development of Canadian youth.
- Of the 7 principles of True Sport, *Keep it Fun*, *Respect Others*, and *Play Fair* are the most important to Canadians. Two of these are also areas where Canadians think the performance of community-level sport is above average. Only *Respect Others* has a somewhat lower performance rating.

Canadians express a range of concerns that reflect both concerns with the experience of community sport and with access to it.

- Cost and access are frequently mentioned as top-of-mind concerns. In addition, everything from too much competitiveness, too involved parents, and violence get mentioned as concerns with how sports takes place.
- Poor parental behaviour is the top concern of the 7 tested issues with 60% expressing a high level of concern. Lack of access for some people (48%) and violence (48%) are next most important.

Athletes are more positive about sport than the average Canadian but they identify the same types of concerns.

Executive Summary

Both the public and athletes share a priority on anti-doping but a skepticism about anti-doping success.

- The average rating of the cleanliness of the London Olympics was 6.3/10 for athletes and 6.0 for the Canadian public.
- 78% of Canadians and 79% of athletes want catching cheaters to be a number one priority.
- 67% of Canadians and 85% of athletes think Canada is doing a good job ensuring its athletes are clean.
- 76% of Canadians and 77% of athletes think efforts to catch people are always one step behind.

Doping is an ongoing concern for many athletes.

- 18% of athletes are confident that their sport is generally doping free (another 34% say they think do but are not fully confident).
- 16% are definitely sure that they are personally aware of someone doping.
- 5% have definitely felt pressure to take performance enhancing drugs.
- 19% concede that doping definitely occurs at all levels of sport.
- When it comes to their personal view of anti-doping strategies the tendency is to focus broadly on more testing, out of competition testing in particular, and on going about the testing differently (e.g. focusing on suspected cheaters).
- Athletes are more likely to see doping as an international problem.

Athlete perceptions of CCES are generally positive and driven by its good treatment of athletes and its overall success at maintaining the integrity of the testing regime.

- Average rating is 7.7 out of 10. Excellent ratings (9 or 10) are provided by 44% of athletes compared with only 16% who rate the Centre a 6 or less.
- The highest component rating is for maintaining the integrity of the system (8.0/10) followed by treating athletes with respect (7.8).



General Public Survey Results

Community sport is generally viewed positively and more than half of all Canadians are involved in some aspect.

More than half (56%) of Canadians have some relationship to community sport with spectator and parent the most likely roles.

- The average child spends 3.8 hours/ week (5.5 hours excluding those who do not spend any time)

Canadians think that community sport can instill character in youth (37% very large extent), strengthen communities (27%), and provide opportunities for personal excellent (28%). They are not, however, as confident that sport is achieving these ends (particularly those involved in community-level sport).

One in three (32%) are very satisfied with community sport (39% of those involved) but only 14% of parents with children participating say the experience exceeds their expectations (18% say their expectations are not at all or nearly met).

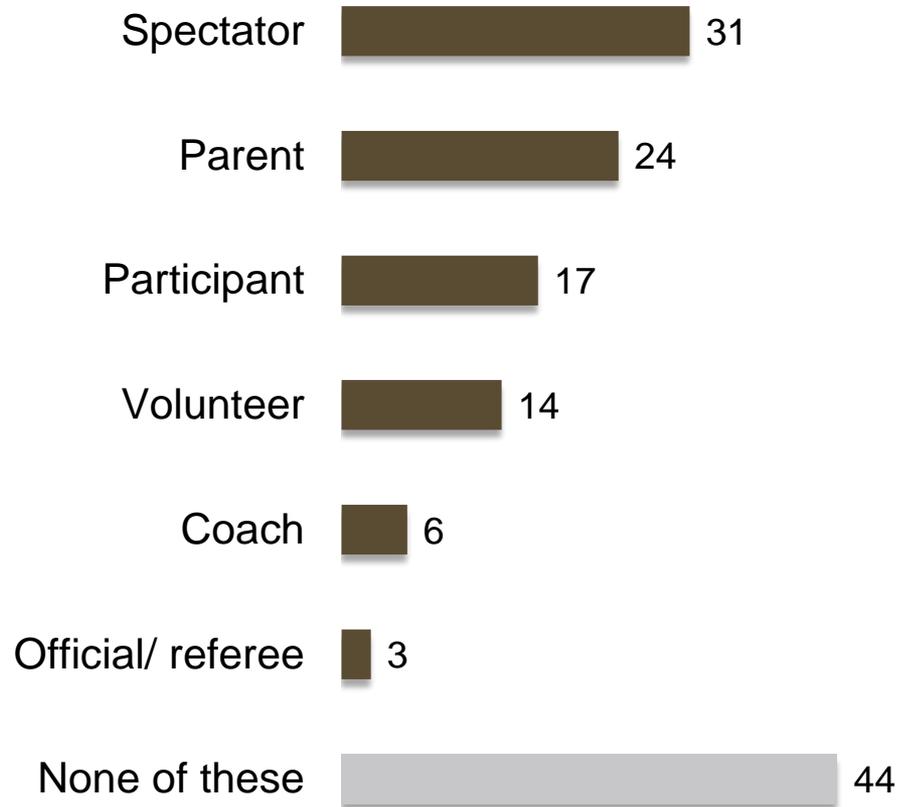
When asked to rate the performance of community sport at delivering a positive sport experience, the average rating is 7.3 (7.5 for those involved).

Generally positive perceptions and high expectations of community-level sport

Community-level sport is sport that is led, organized, supported or enabled by community volunteers, paid staff and institutions. It ranges from community and elementary and secondary school-based sport leagues, to highly competitive club teams; all of which take place in the community and rely on the community for support.

Definition used at beginning of the survey.

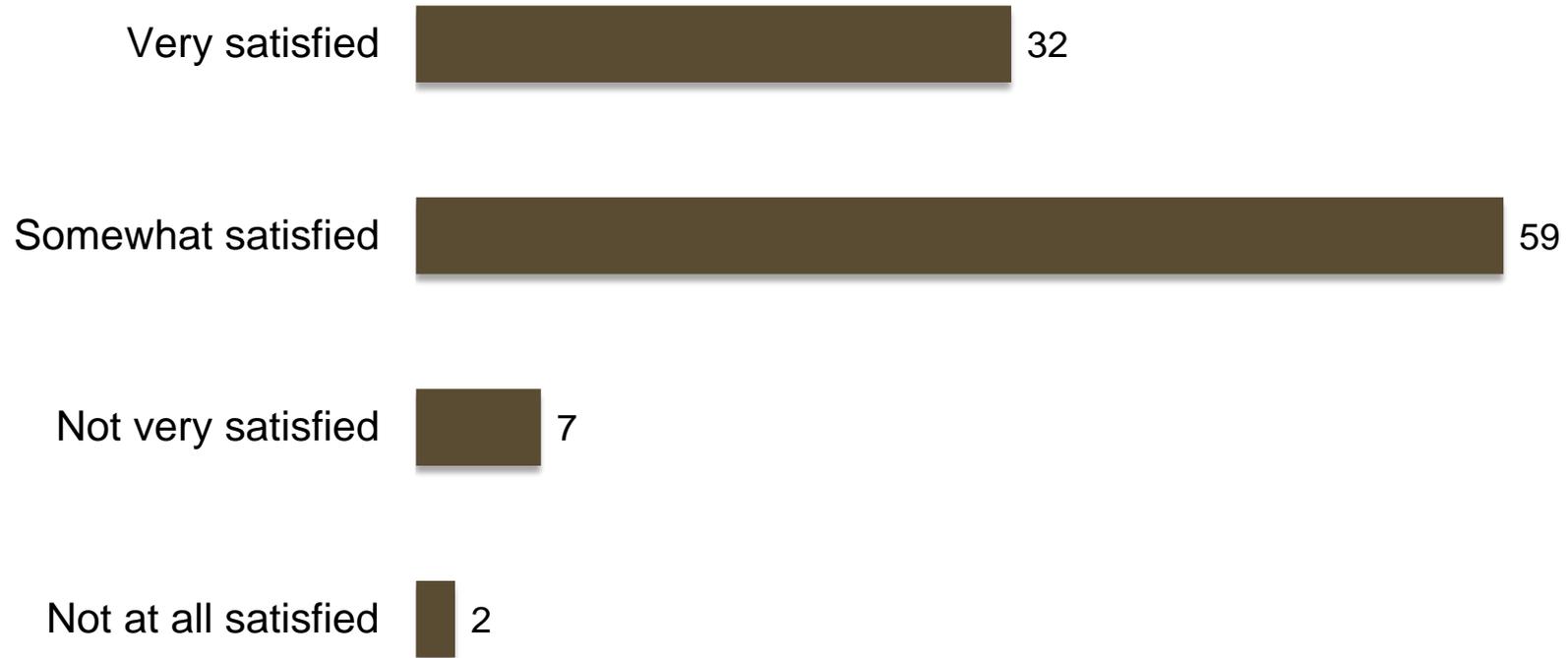
% who Participate in Following Ways



Q: In the past year, have you been involved in community-level sport as a ...?
N: 2000

Just over half of adults are involved in community sports.

Satisfaction with Community-Level Sports in Community

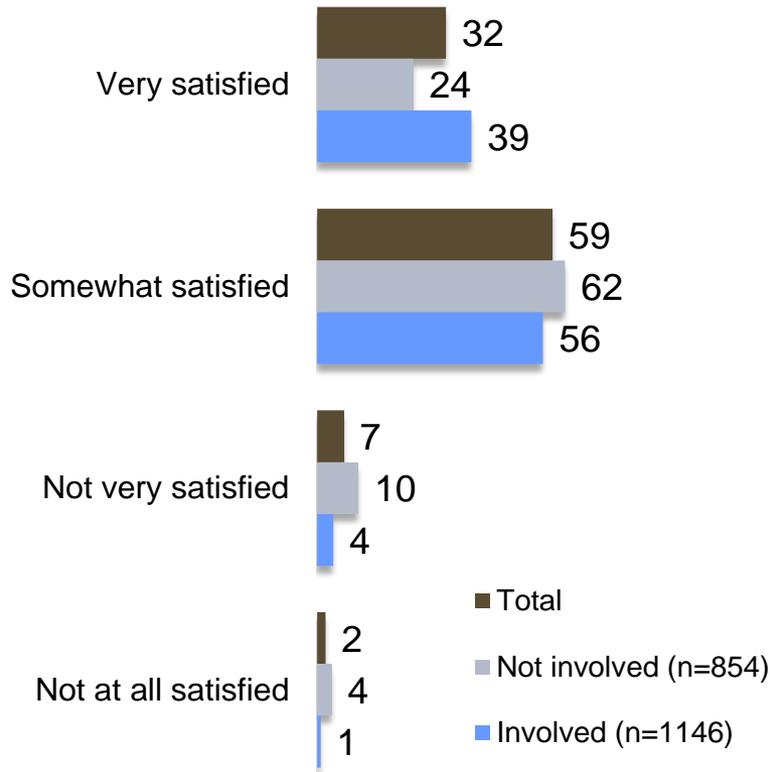


Q: Overall, how satisfied are you with the community-level sports that are offered in your community? Even if you are not involved yourself, we would like your impression

N: 2000

There is reasonable satisfaction with the community sports offering, but only 32% are very satisfied.

Satisfaction by Involvement in Community Sport

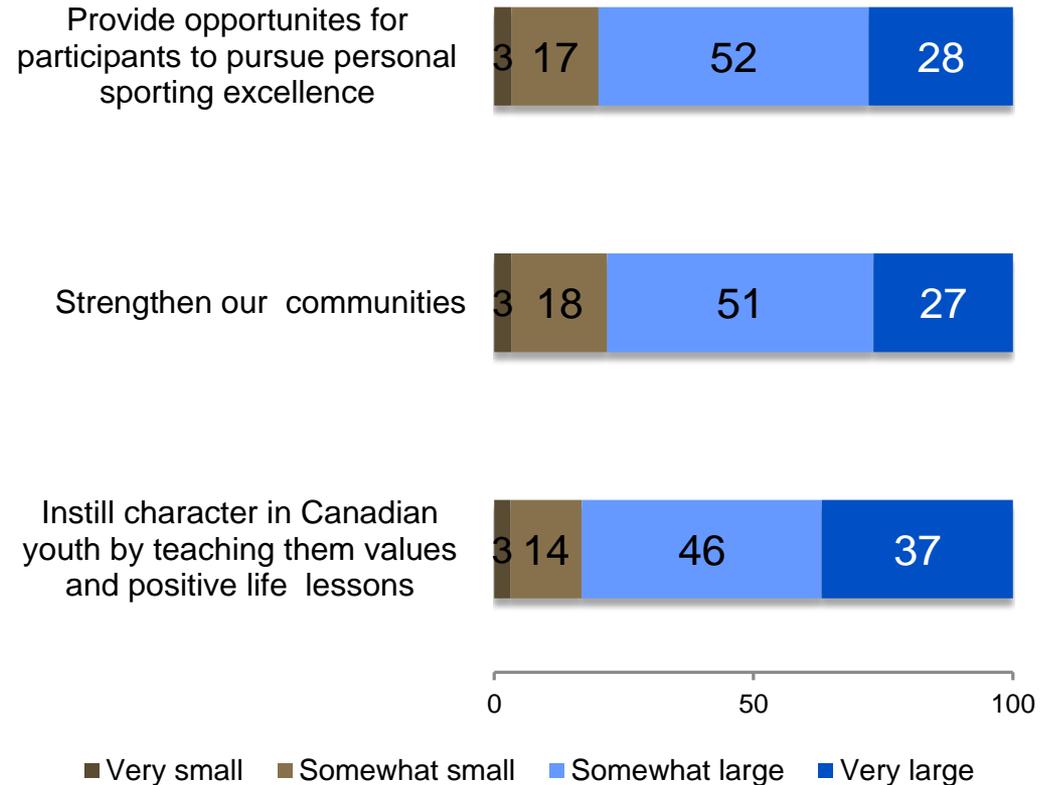


- One in three Canadians are very satisfied as opposed to 9% who are not satisfied. There is room to improve the community sport experience by moving more Canadians to very satisfied.
- Those involved some way (e.g. parent, spectator, etc.) in community sport tend to be more satisfied than those who are not involved.

Instilling character is the outcome or benefit that the most Canadians believe that community sport can have.

As the next slide shows, when we ask about how confident people are that community sport is achieving these outcomes, confidence is lower.

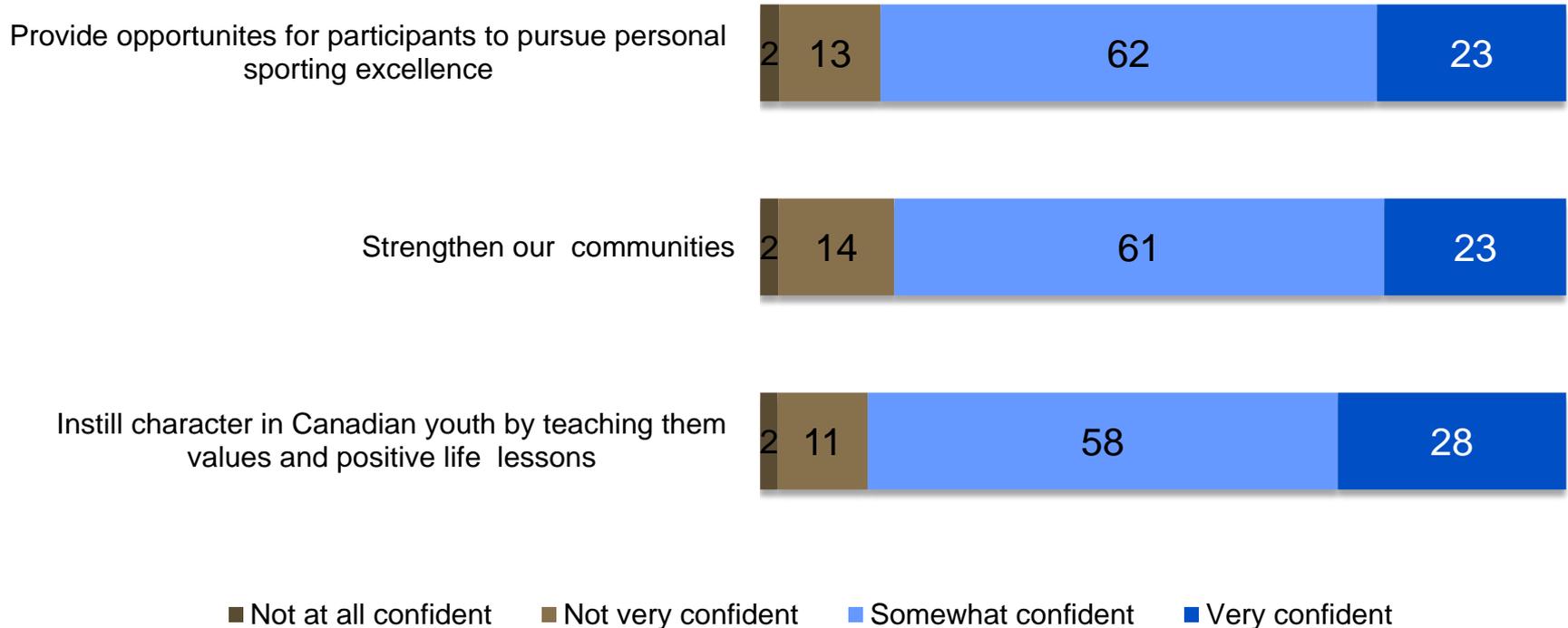
Community-Level Sport Can...



Q: How much do you think community-level sport can...
N: 2000

Community-level sport can produce significant benefits

Extent Community-Level Sport Does...



Q: How confident are you that community-level sport actually does ...
N: 2000

Fewer people are very confident that community-level sport is achieving its potential benefits

Overall, community sport is viewed as contributing in a positive way. The most recognized potential is when it comes to instilling character in youth.

People involved at the community level are more positive than people who are not about the potential and reality of what sport can do.

This is particularly true when it comes to instilling character where there is a large gap between what those involved believe sport can do and what it is doing.

The Potential of Sport

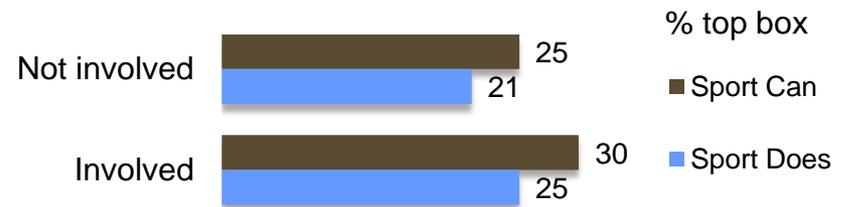
Instill character in Canadian Youth



Strengthen Communities



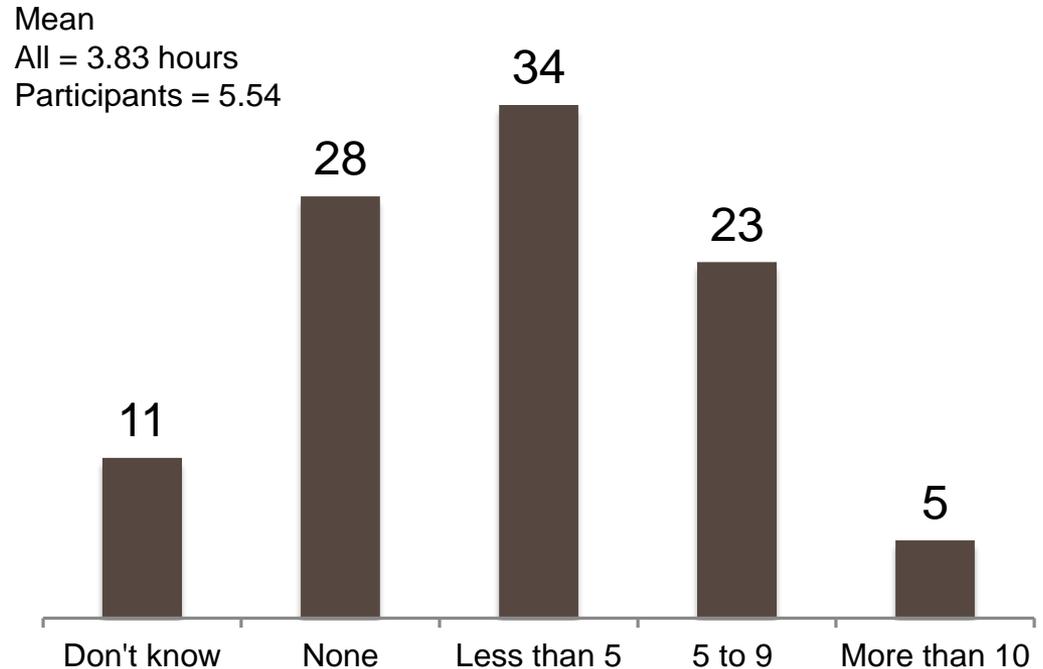
Provide Opportunities to Pursue Personal Excellence



A household with children spends an average of 3.83 hours per child per week participating in community sports. The mean for participants (spent at least some time) is 5.54 hours.

Time spent rises from an average of 2.47 for households with at least one child under 5 years to 5.45 hours for households with a 16-18 year old.

Average Time Spent by Children in Sport



Q: On average, how many hours a week does your child or children spend participating in community-level sport? If you have more than one child, please provide the average across the number of children.

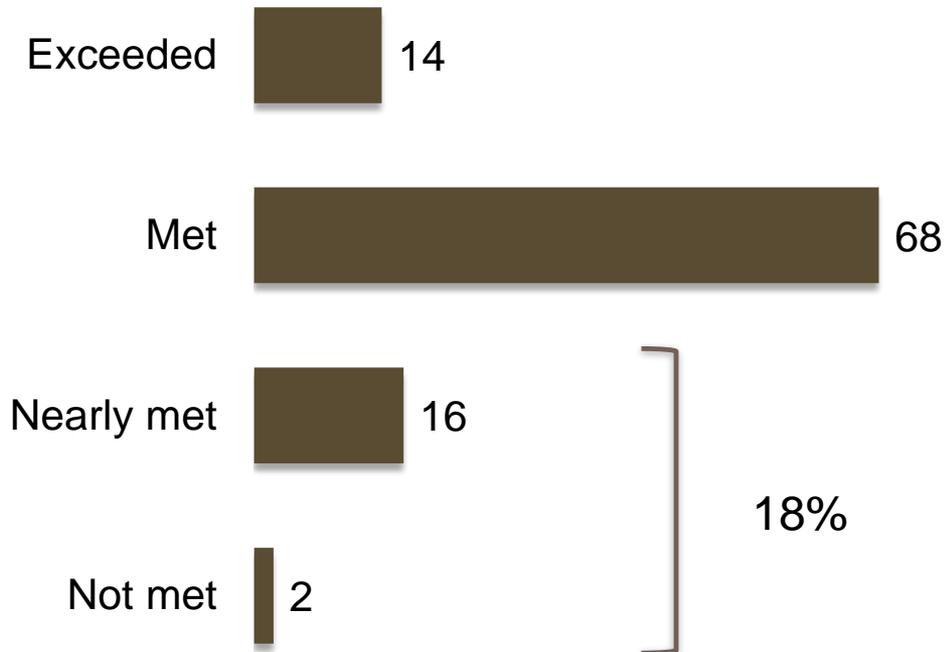
N: Canadians with Children at home, 713

Children spend on average 3.8 hours per week playing community sport

Parents are more likely to think that community sport is falling short (18%) than to think that it is exceeding (16%) their expectations.

The more experienced, as measured by time the child spends in sport, the more polarizing the sport experience. For example, among those children participate 10 or more hours, 21% feel the experience exceeds and 20% that expectations are not or nearly met.

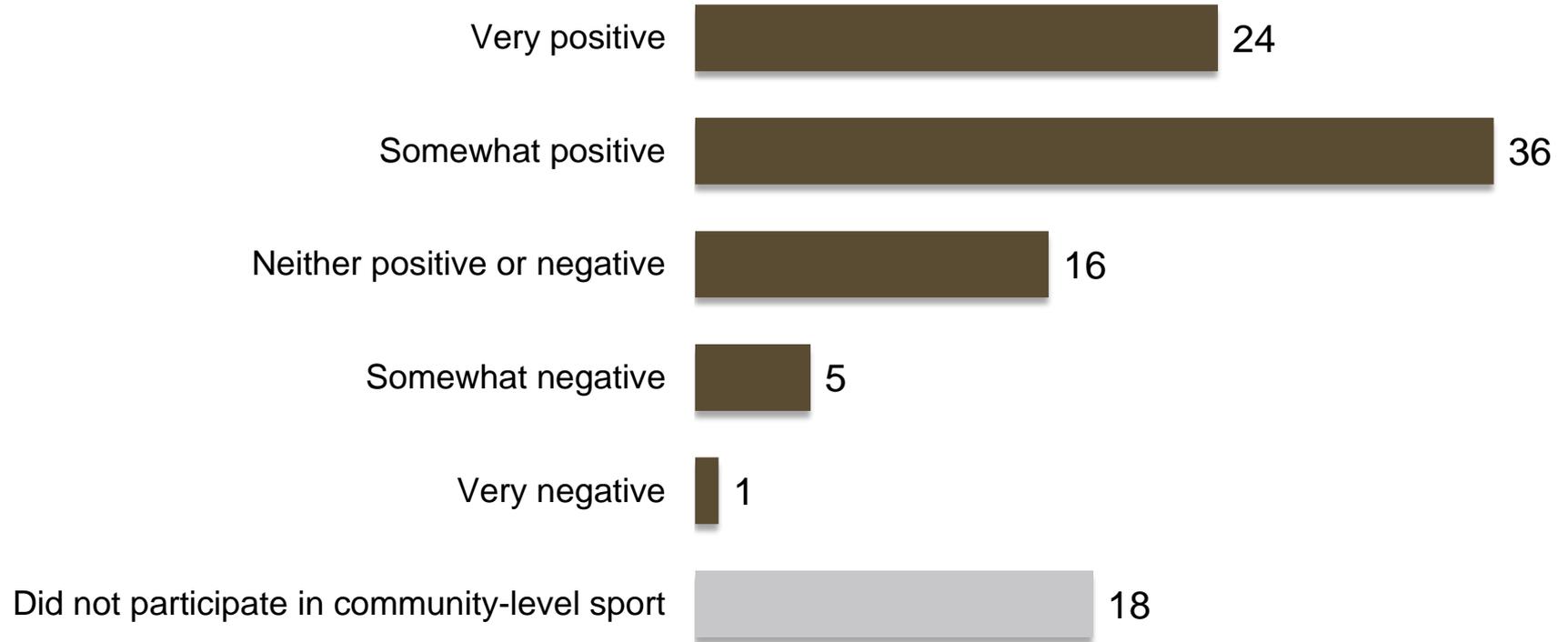
Extent Expectations are Met for Children by Community-Level Sports in Community



Q: To what extent are your own expectations being met in terms of what you hoped your children would get out of their experience with sport?
N: Those with children who participate in sports for at least some time in average week, 446

Expectations of sport for children are currently met for most but rarely exceeded

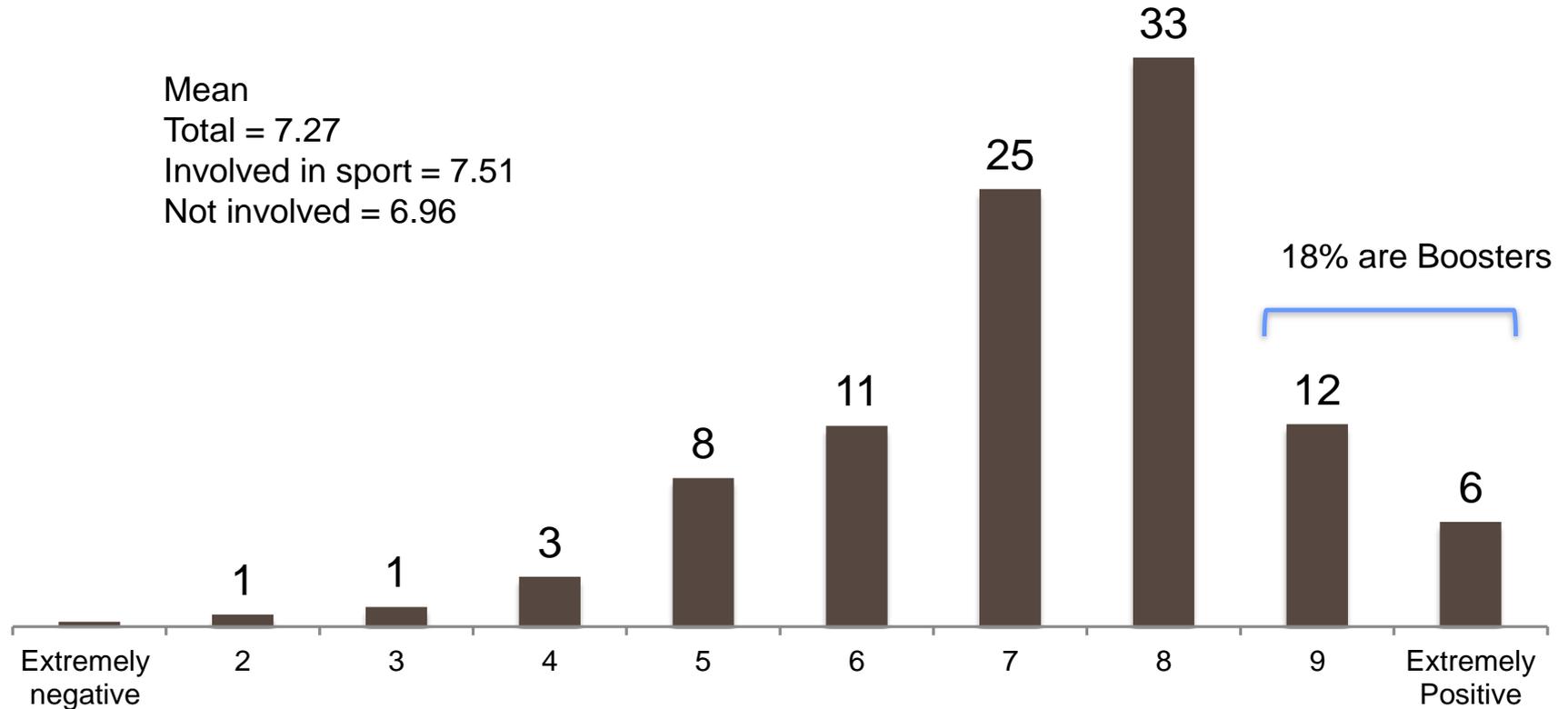
Recall of Personal Experience with Sport



Q: How was your experience in community-level sport when you were growing up?
N: 2000

On balance, adults look back on their sport experience when growing up as positive

Performance Rating



Q: Based on your own experience in community-level sport, or anything you may have read or heard, how would you rate the performance of community-level sport in your area at delivering a positive sport experience?

N: 2000

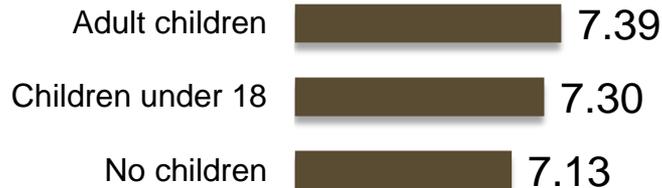
Community-level sport has relatively few boosters

Mean Performance Rating

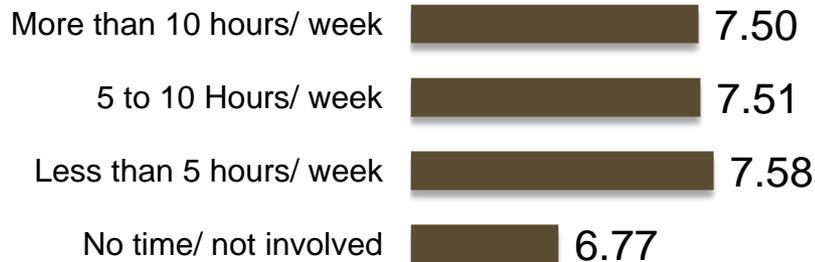
Participation in Community Sport



Family Status



Hours Children Spend



- Community sports gets few truly negative ratings (5% less than 5/10) but it also gets relatively small number of enthusiastic boosters (18%).
- The mean score is 7.27 for the general public.
- Those involved (7.5) are somewhat more positive than those who are not (6.9). Clearly the most positive ratings are among those with active children in community sports.

“Keeping it fun” is most important principle but there is widespread support for all principles.

Performance in meeting them is good but there is room for improvement

The most important principle for the public is *Keep it Fun*. It is the most likely to be ranked first (28%) and its mean importance score is 8.8/10.

Other principles that have high importance are *respect others* (8.9), *Play Fair* (8.8), *Stay Healthy* (8.6), and *Include Everyone* (8.4).

Performance in living up to these ideals varies from a high of 7.7 for *stay healthy* to a low of 7.0 for *give back*. *Keep it Fun*, the most important, is close to the top in performance (7.5).

The scores of 7.0 to 7.7 are consistently lower than the athlete performance ratings.

Generally positive perceptions and high expectations of community-level sport

The 7 principles of True Sport are all essential elements of the sports experience that offers the best for participants.

To understand how Canadians see these values, we asked 3 questions about the 7 principles.

1. They were ranked in terms of personal importance.
2. They were rated in terms of importance for a good sport experience.
3. The performance or satisfaction with how community-sport is fulfilling the principles was evaluated.

A drag-and-drop ranking tool was used to capture how respondents ranked the 7 principles.

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

The interface displays seven principles of community sport in a 2x4 grid, with the last cell empty. Each principle is in a rounded rectangle with a small arrow icon at the bottom right. To the right of the principles is a ranking grid with seven rows labeled 1st through 7th and two columns. The grid is currently empty, indicating a drag-and-drop tool.

Principle	1st	5th
STAY HEALTHY: Place physical and mental health above all other considerations and avoid unsafe activities. Respect your body and keep in shape.		
PLAY FAIR: Play honestly and obey the rules, in letter and spirit. Winning is only meaningful when competition is fair.		
KEEP IT FUN: Find the joy of sport and have a good time. Keep a positive attitude and look to make a positive difference, on the field and in your community.		
INCLUDE EVERYONE: Share sport with others, regardless of creed, ethnicity, gender, sexual orientation or ability. Invite everyone into sport to make it more meaningful for the whole community.		
GIVE BACK: Always remember the community that supports your sport and helps make it possible. Find ways to show your appreciation and help others get the most out of sport.		
RESPECT OTHERS: Show respect for everyone involved in creating a sporting experience, both on the field and off. Win with dignity and lose with grace.		
GO FOR IT: Always strive for excellence and rise to the challenge, but never at the expense of others. Discover how good you can be.		

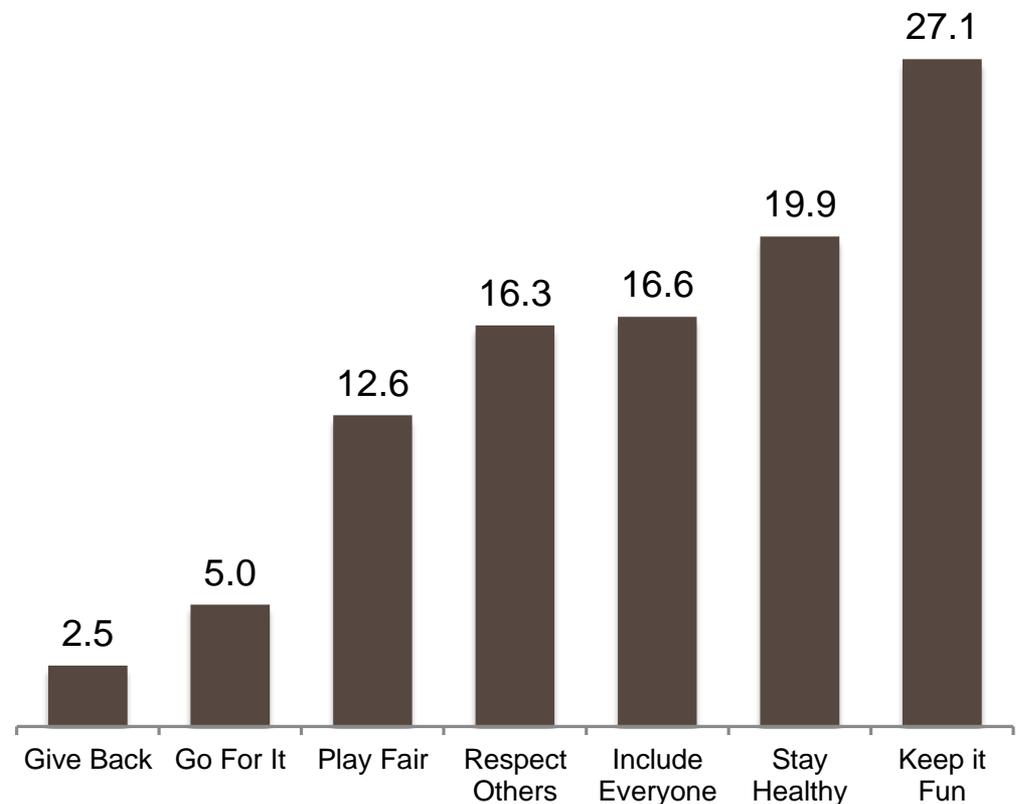
A methodology for testing the True Sport principles

Rankings provide a unique way to measure importance because they force people to make distinctions.

By a substantial margin, *Keep it Fun* is the highest ranked principle. Almost three in ten choose it.

On average it was ranked 3.1 out of 7, which was tied for the lowest (best) average ranking with *Respect Others*. *Play fair* and *Stay Healthy* also do well even though they have fewer people who think it is the most important.

% Ranked First

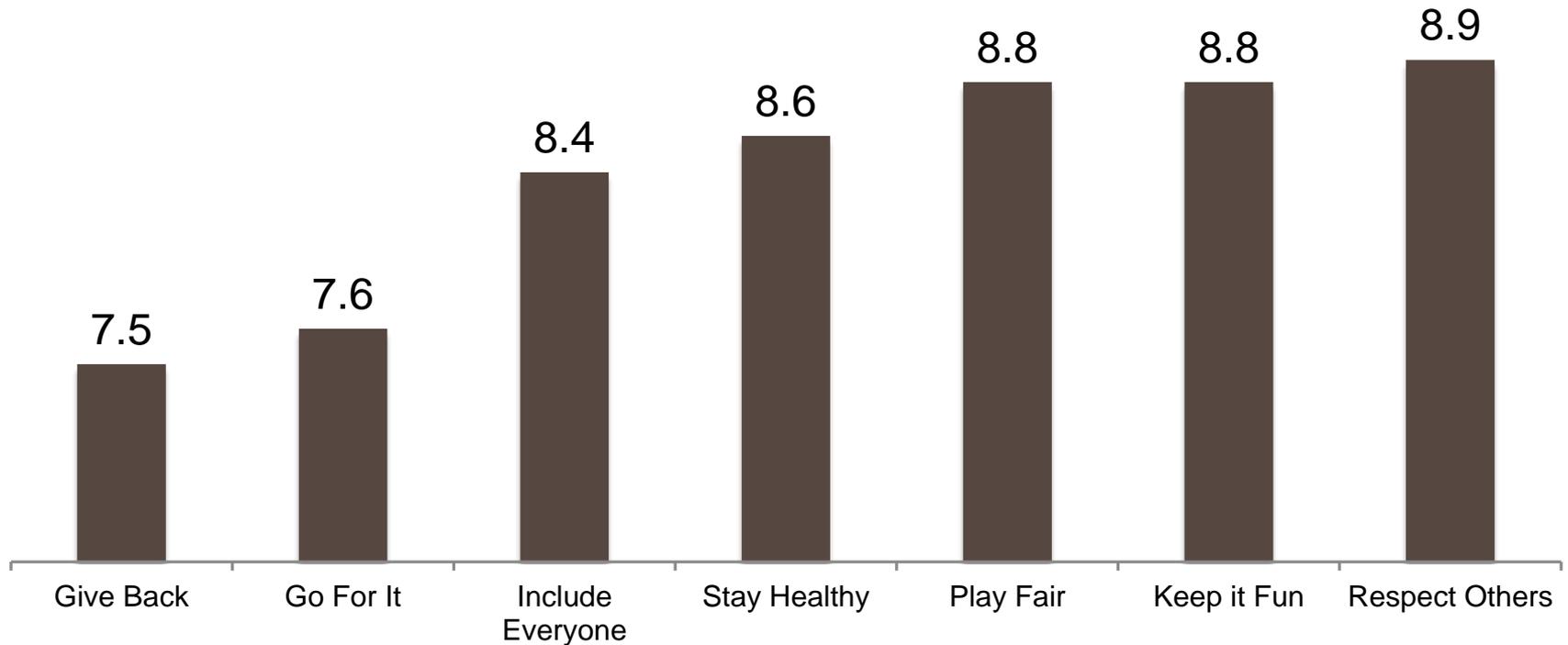


Q: The following are seven principles of community sport. Please rank them in the order of importance for you.

N: 2000

Keep it fun tops the rankings

Mean Rating (7-point)



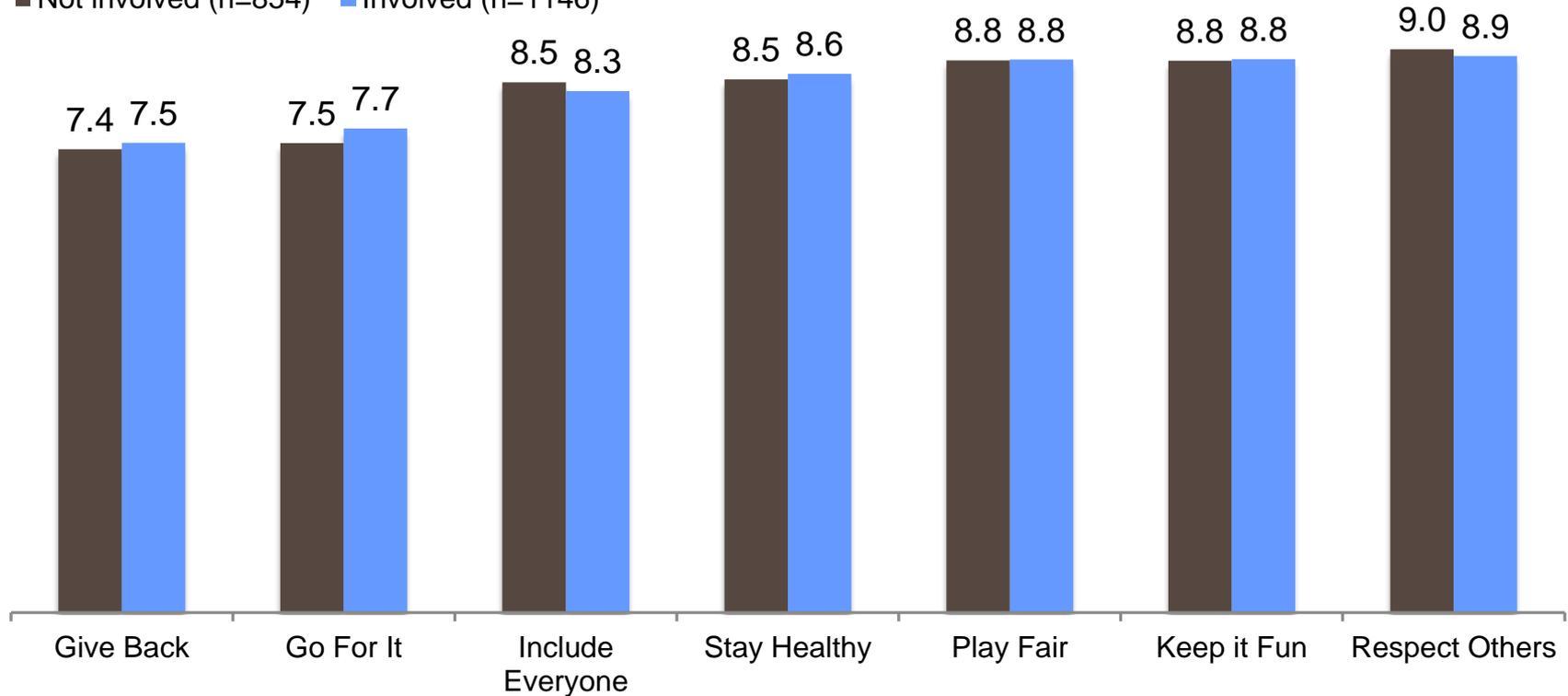
Q: For each of the seven principles of community sport. Please rate them on a scale of 1 to 10 where 1 is not at all important for a good sport experience and 10 is extremely important for a good sport experience.

N: 2000

Importance of 7 Principles of True Sport

Mean Importance Rating

■ Not involved (n=854) ■ Involved (n=1146)

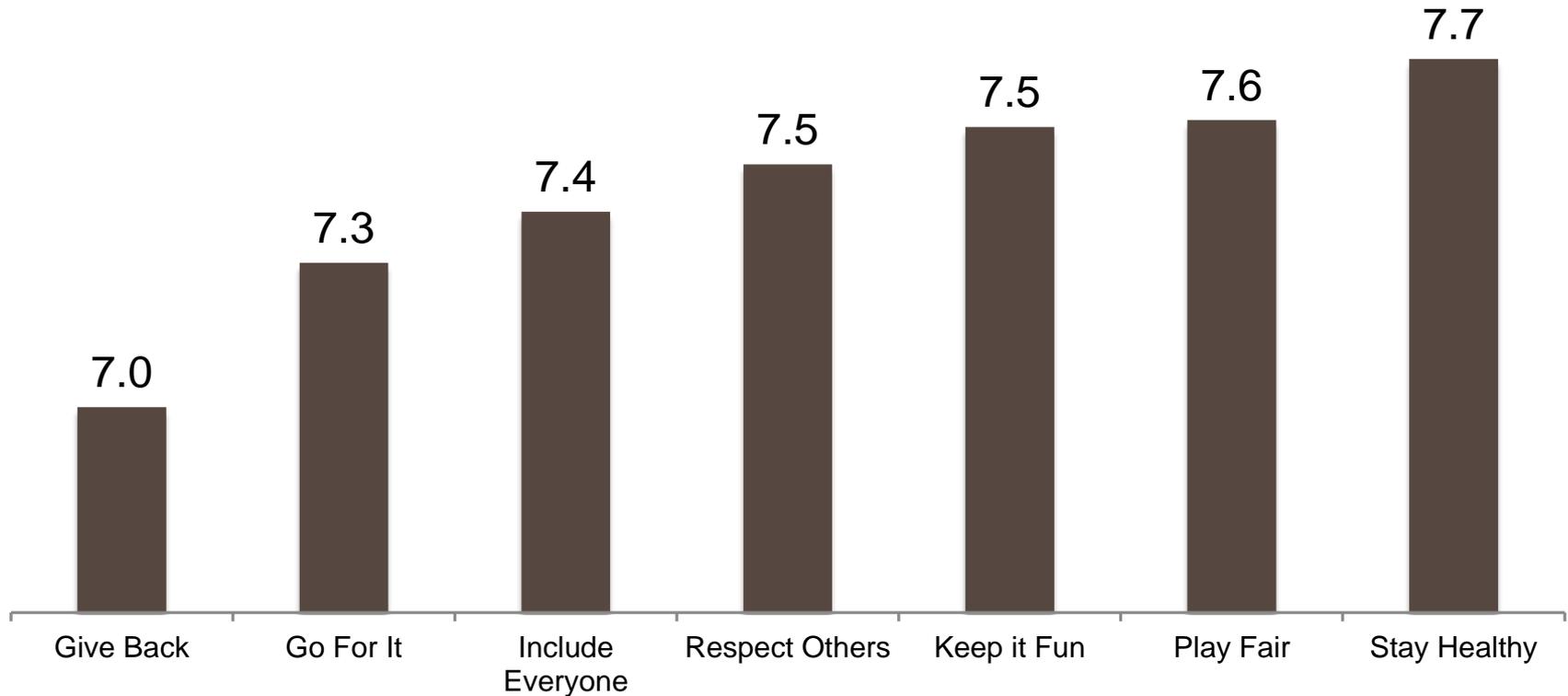


Q: For each of the seven principles of community sport. Please rate them on a scale of 1 to 10 where 1 is not at all important for a good sport experience and 10 is extremely important for a good sport experience.

N: 2000

The principles are equally important to involved and not-involved Canadians

Mean Performance Rating (7-point)



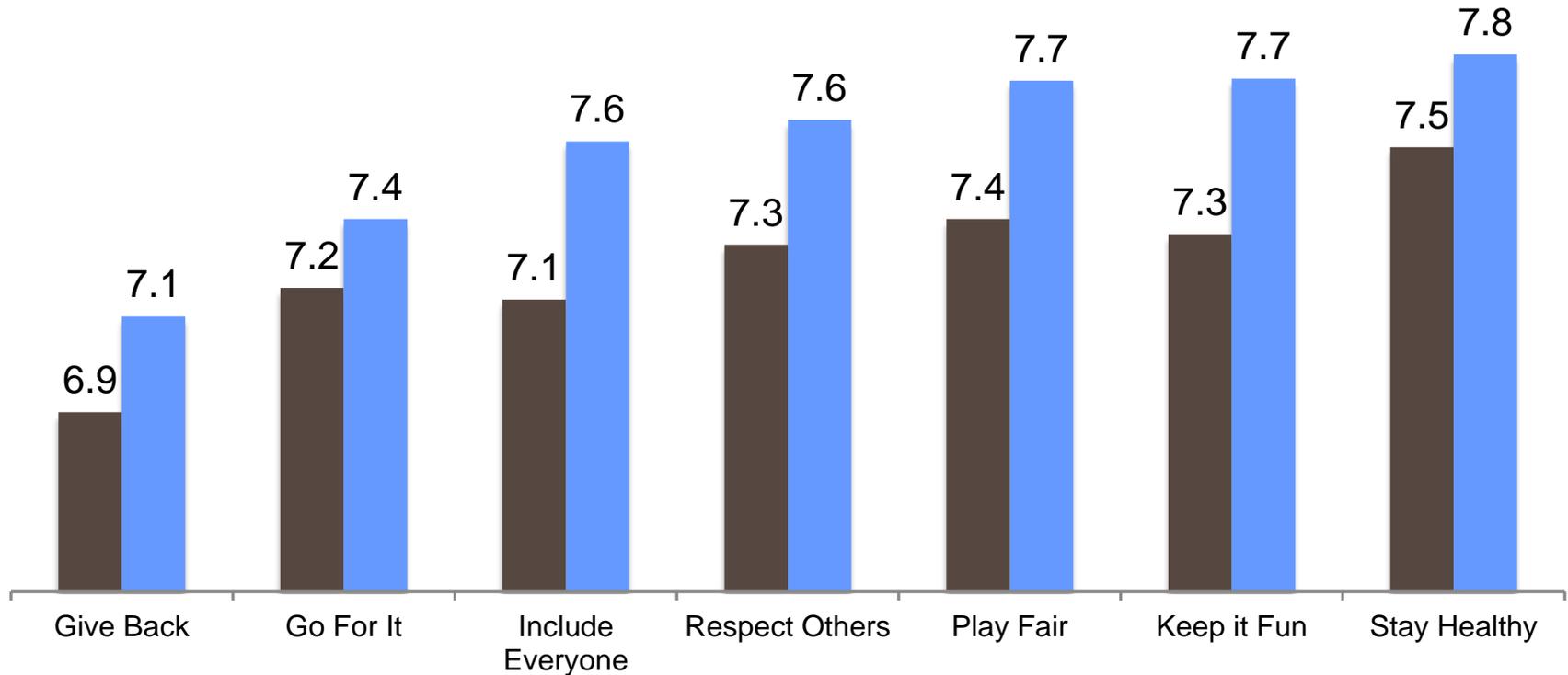
Q: How would you rate the **performance** of the community sport organizations in your community at “living up to” each of the seven principles of community sport? If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

N: 2000

Performance on 7 Principles of True Sport

Mean Performance Rating

■ Not involved (n=854) ■ Involved (n=1146)



Q: How would you rate the **performance** of the community sport organizations in your community at “living up to” each of the seven principles of community sport? If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

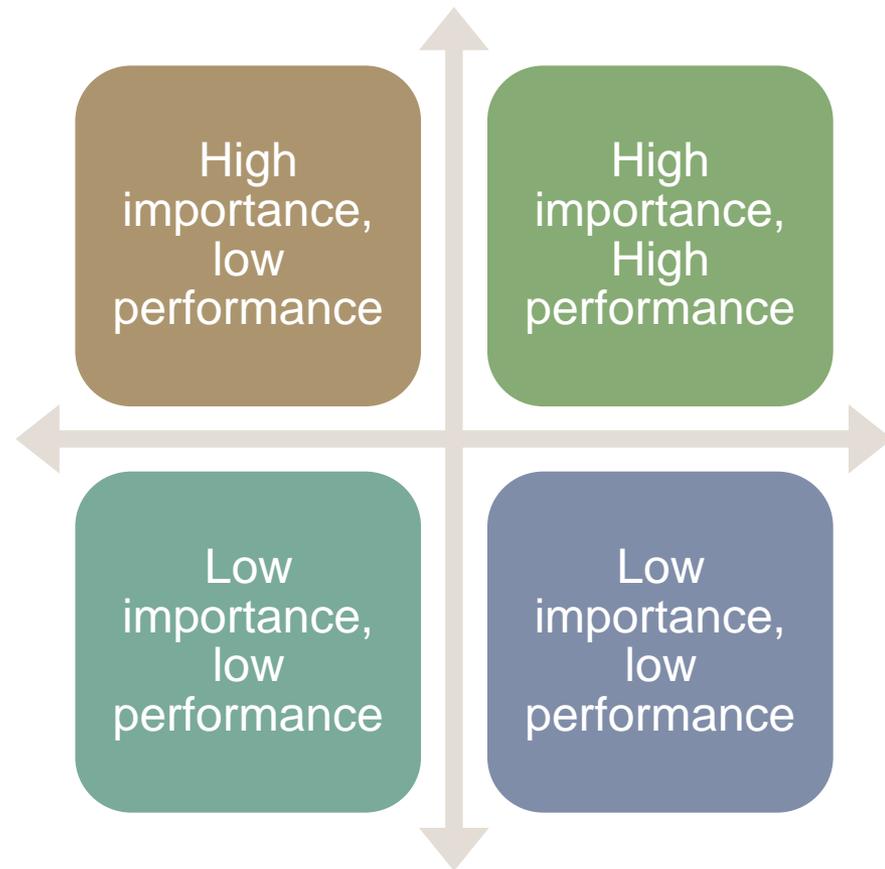
N: 2000

Those involved tend to rate all elements better

The ordering of principles is not the same across importance and satisfaction. Respect gets the highest average importance rating but is in the middle for performance.

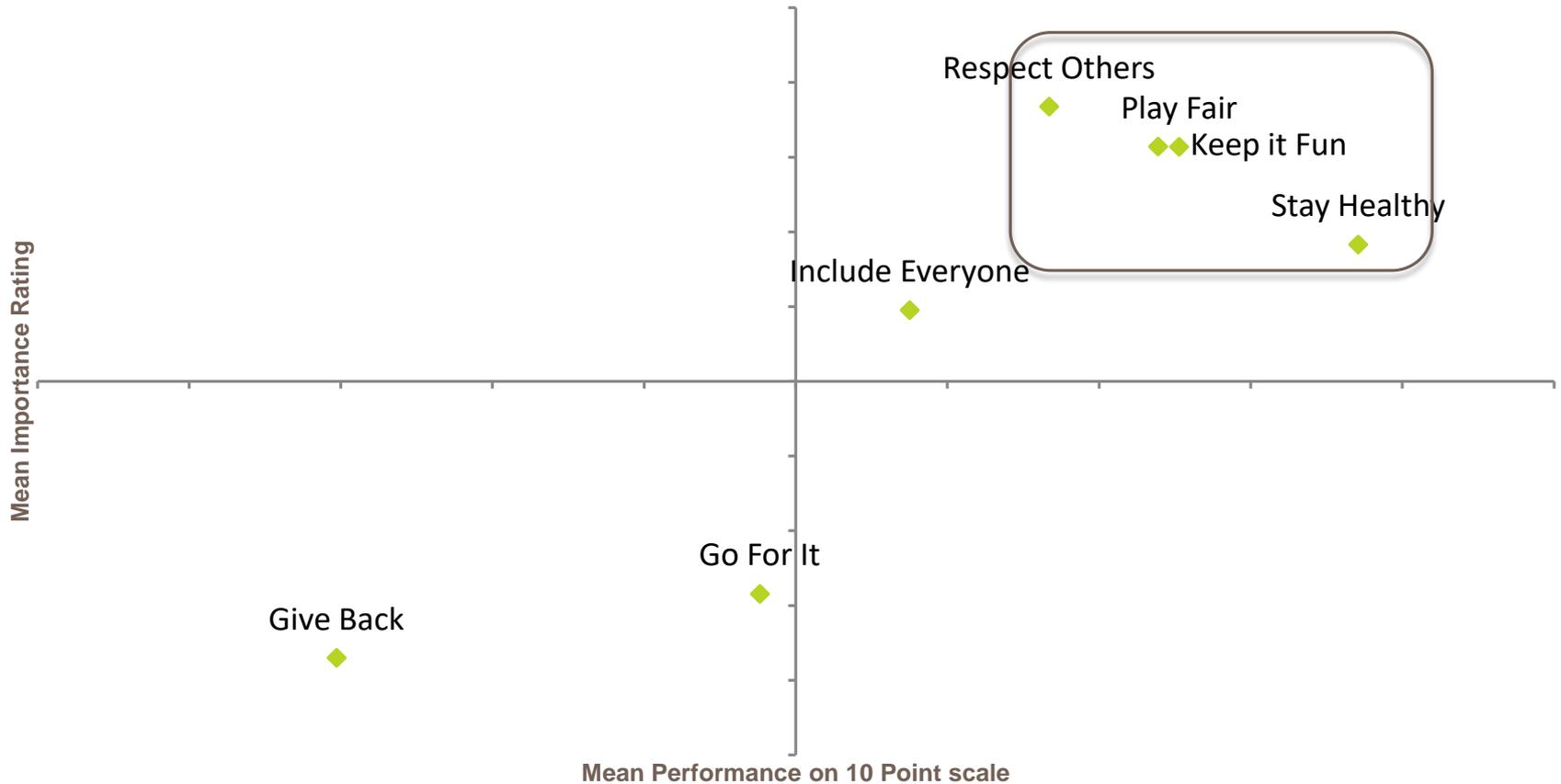
To better illustrate the relationship we graph the location based on the average scores on the two variables. Both variables are self-reports.

Note that location is relative to the other values not low in absolute terms.



A model for self-reported importance & performance

Performance versus Importance for True Sport Values



Community sport largely performs well on the important values of the public

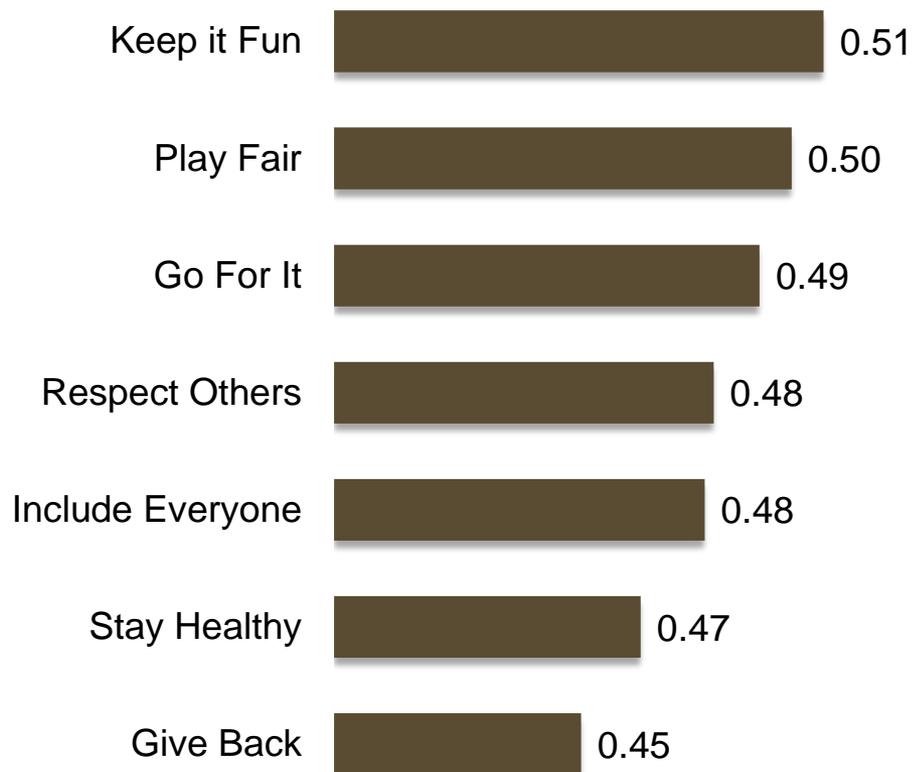
The basic model shown previously makes the assumption that what people say is important is meaningful.

As an alternative, another approach is to consider whether performance on some principles is more likely to explain overall performance of community sport. By correlating performance on a specific principle with the overall performance we capture derived importance.

The derived values reveal a different ranking of importance:

- *Go for It* goes from 6th to 3rd
- *Stay Healthy* drops to 6th
- *Respect Others* drops from 1st to 4th

Derived Importance



Value is the Pearson Correlation between the performance on the principle and the overall performance of community-level sport.

Modeling Derived Importance

Earlier it was noted that performance was good but perhaps not excellent. The derived importance shows the correlation between the ratings on the principles and the overall ratings.

Taking this a step further we can use regression to compare the role of each principle controlling for the effect of the others. This approach, shown on the right, indicates that four variables are the real keys to understanding how Canadians rate community-level sport. These include, *Go for It*, *Keep it Fun*, *Include Everyone*, and *Play Fair*.

Regression (OLS) of Performance on Principles and Overall Evaluation of Community-Sport

	B	Std. Error	Sign.
Constant	2.727	0.148	***
Go for it	0.188	0.024	***
Keep it fun	0.134	0.028	***
Include everyone	0.093	0.024	***
Play fair	0.089	0.031	***
Give back	0.056	0.023	*
Stay healthy	0.051	0.027	
Respect others	0.004	0.031	

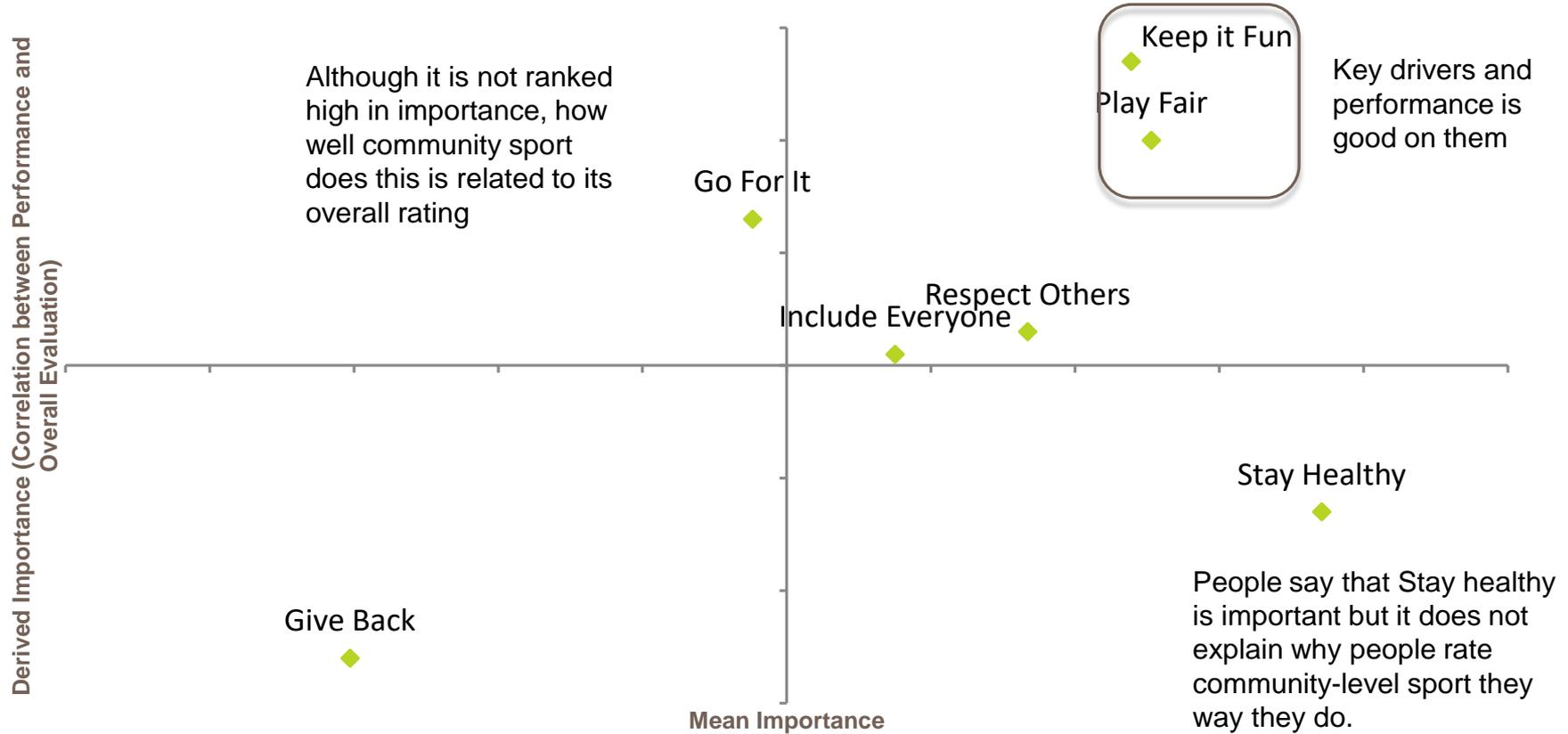
Note: All variables are on 10 point scale. The “B” column represents the regression coefficient. In layman's terms, each 1 point change in the independent variable (e.g. “Go for It”) is associated with an increase in the dependent variable in the amount of B (e.g. 0.19 points).

The significance column indicates that the coefficient is significant.

The 7 principles can account for a considerable amount of the variation in the ratings of community-level sport (the adj-r² is 0.34).

A regression analysis

Performance versus Derived Importance (Actual Importance)

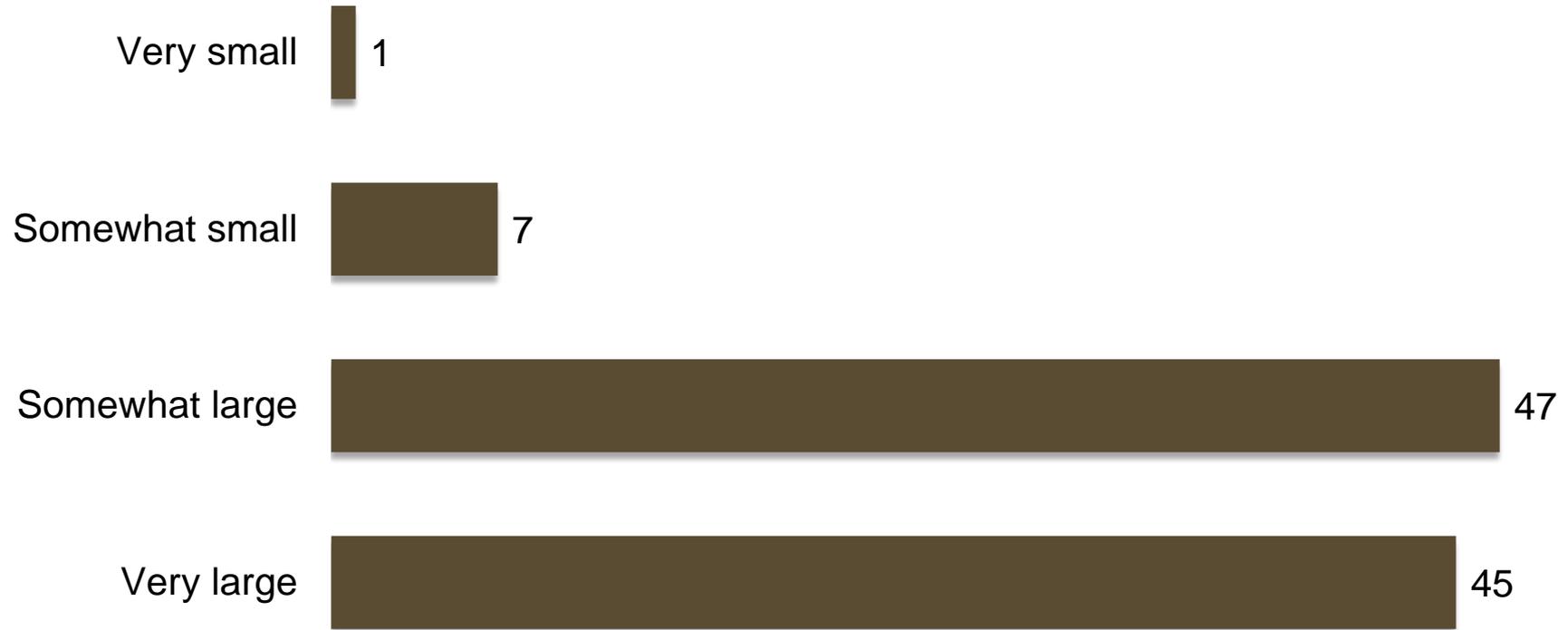


Values in blue
based on derived
importance



Stay Healthy and *Respect Others* are not as important as people say they are; *Go for it* is more important

Influence if Sport Lived Up to Principles



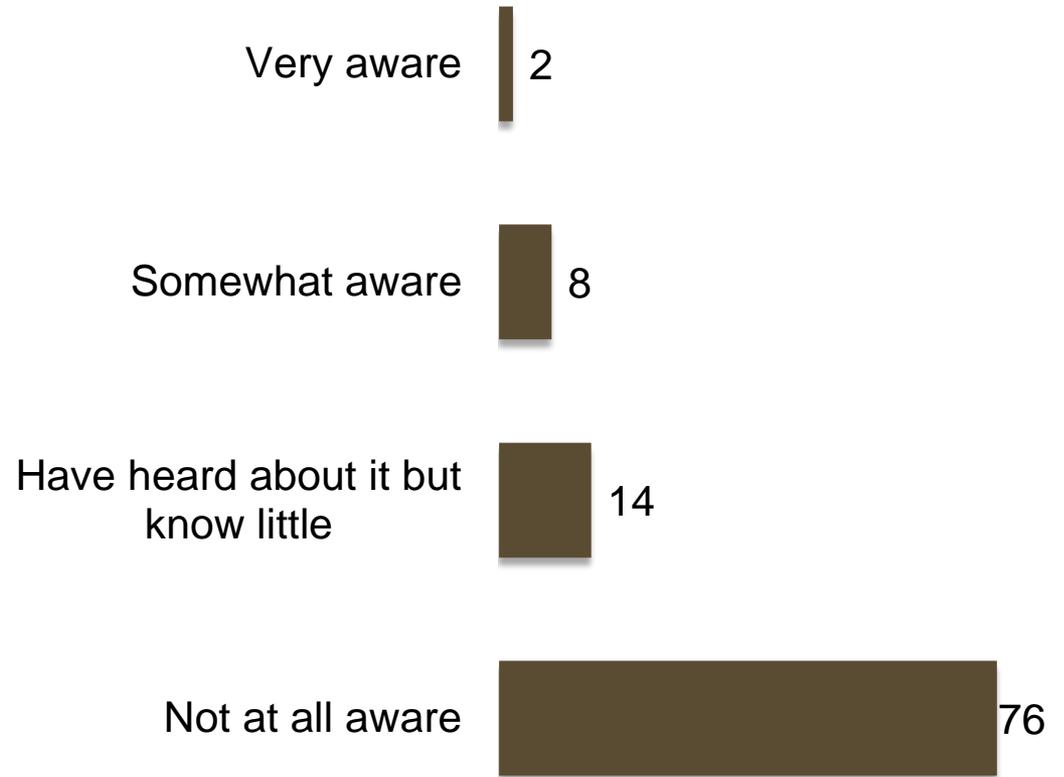
Q: If the sport organizations and activities in your community lived up to these principles, how much potential would there be for community-level sport to positively influence the moral development of Canadian youth? Do you think the potential is...

N: 2000

Influence on Youth, If Sport Lived Up to the Principles



Awareness of True Sport Movement

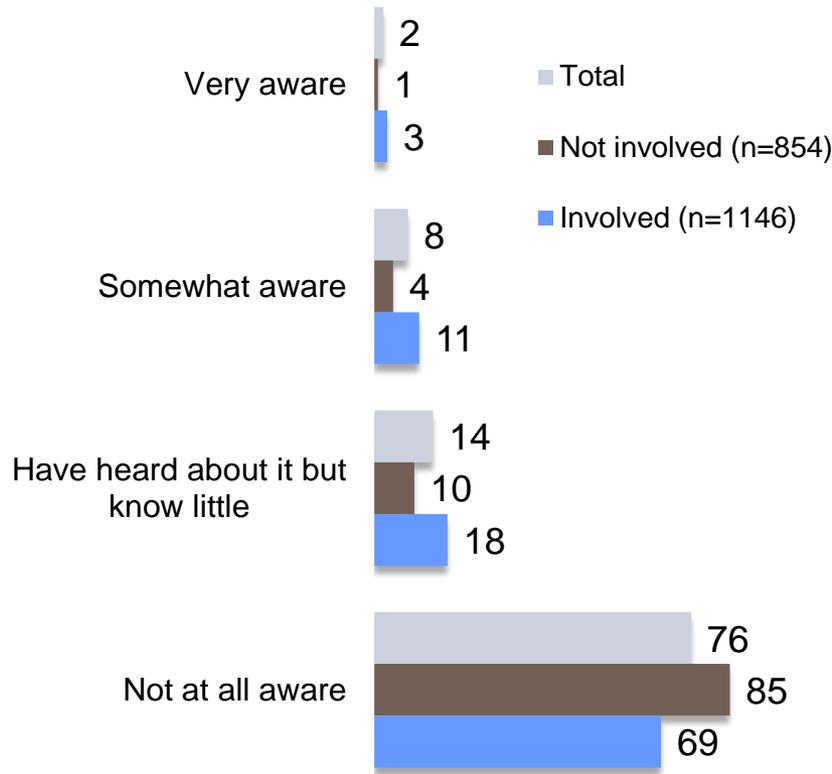


Q: Before today, how would you rate your awareness of the True Sport Movement?

N: 2000

Modest awareness of True Sport movement right now

Awareness of True Sport by Involvement in Community Sport



- Three in four Canadians have never heard of “True Sport” and the remaining express degrees of awareness. For example, 2% are very aware.
- Though the visual cue provided by the logo should help reduce error, there is a natural tendency for respondents to overestimate their awareness so we expect the true awareness to be somewhat lower.
- Those who are involved in community sport are significantly more likely to be aware of True Sport than those who are not involved. Among this group, 31% are at least somewhat aware.

Awareness higher for those more likely exposed

When it comes to potential threats or concerns, there are both issues with how sport is played (e.g. parental behaviour/ violence) and with who gets to play.

Cost and access issues dominate top-of-mind concerns for Canadians when it comes to community-level sport.

- 19% mentioned cost with accessibility/ equal opportunity (6%) and lack of funding (5) receiving many mentions.
- 8% mentioned too much competition.
- Parental issues (4%) and lack of competition (4%) also received mention.

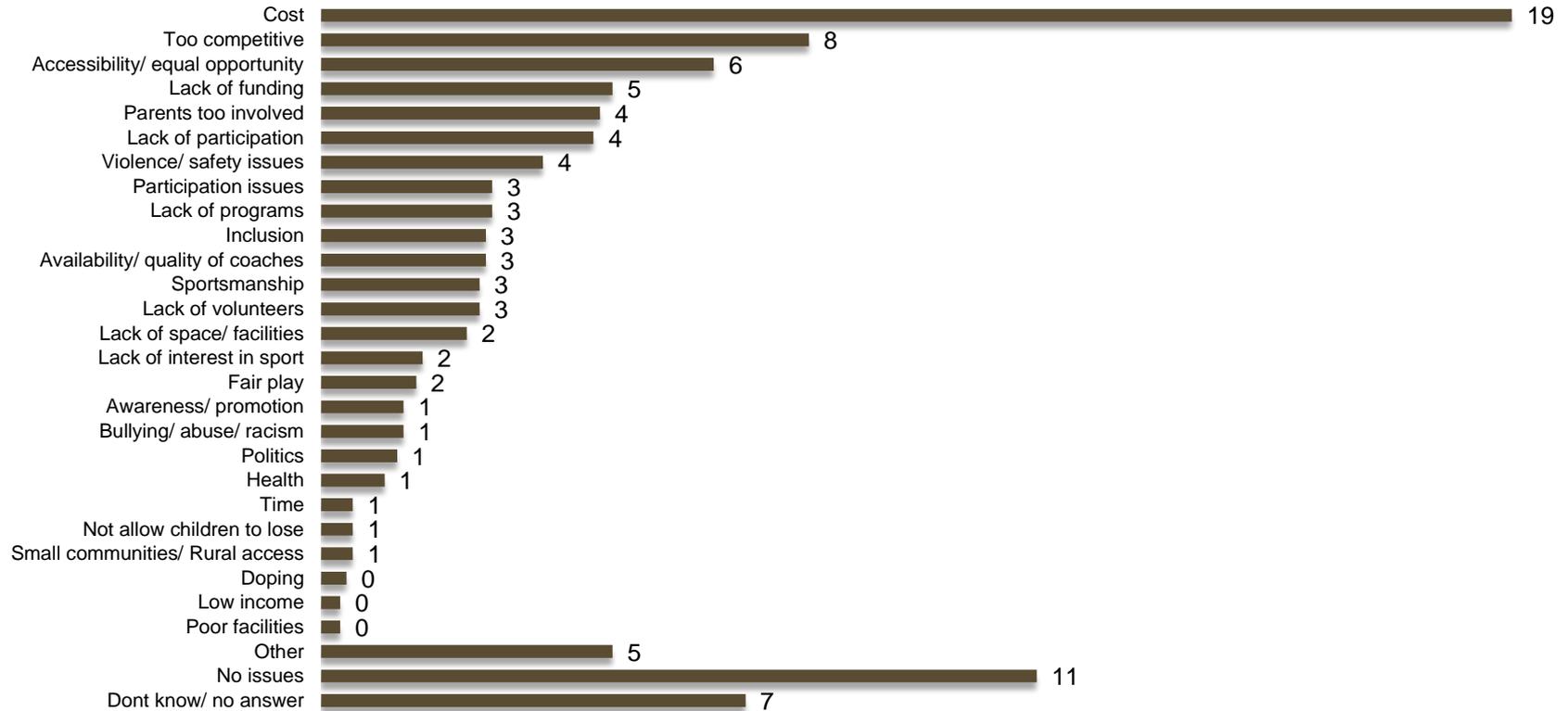
When asked to rate their concern with 6 sport issues, three issues of particularly high concern.

- Poor parental behaviour (60% have concern) receives the most concern followed by a lack of access (48%) and violence (48%).
- Though not as much as concern for the public, about one in three have a high level of concern for doping, poor governance, and the negative influence of pro sports.

Olympic (33% very positive) and community-level (32%) sport are considered the most likely to have a positive impact on youth. Very few people think that Pro sports has a very positive impact (13%).

Access/ cost are critical but parental behaviour and violence are significant threats

Issue Concerns (1st Mention)



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

N: 2000

Concern with community sport in Canada: 1st Mention



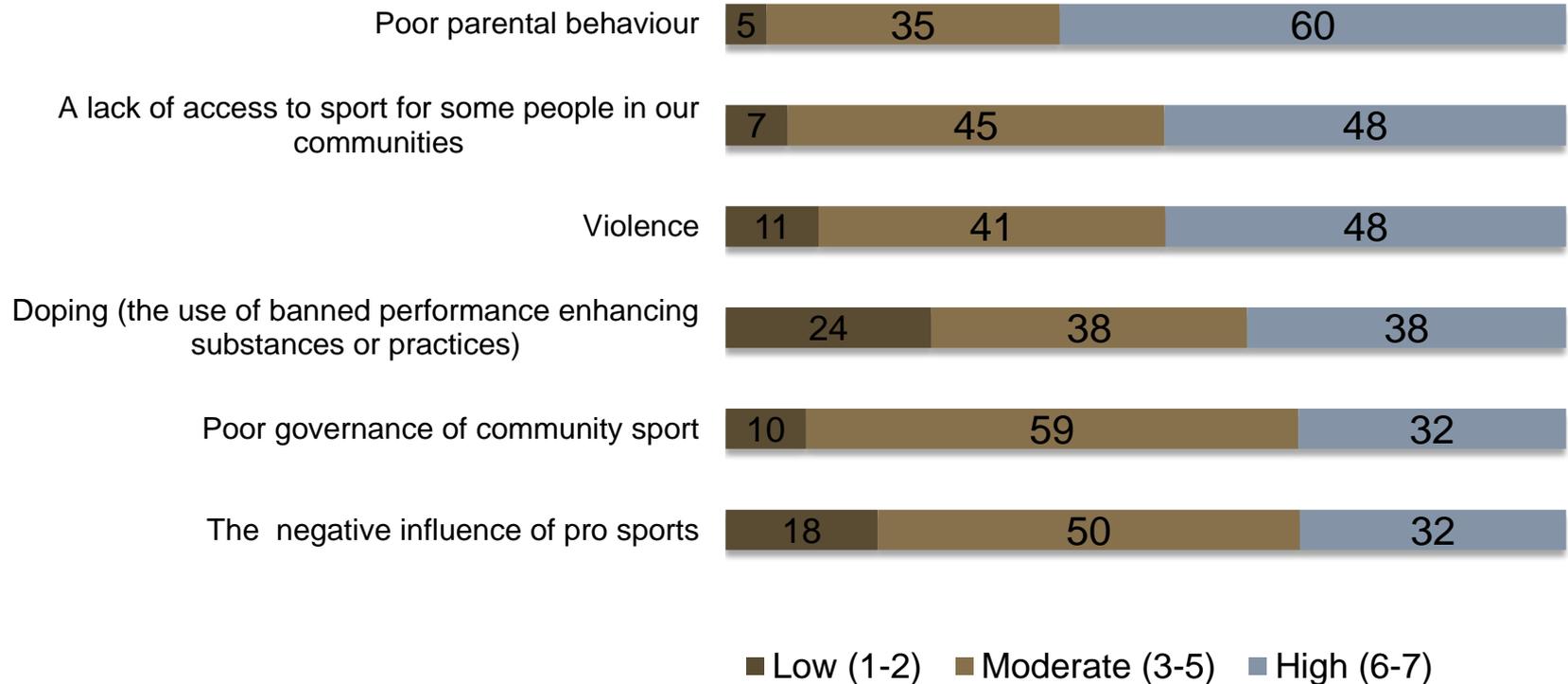
	Involved in Sport		
	Total	No	Yes
Cost	20	18	22
Too competitive	9	9	9
Accessibility/ equal opportunity	7	6	8
Parents too involved	5	5	5
Lack of funding	5	5	5
Lack of participation	5	4	5
Violence/ safety issues	4	5	3
Sportsmanship	3	4	3
Availability/ quality of coaches	3	2	4
Lack of volunteers	3	2	4
Lack of programs	3	2	4
Participation issues	3	2	3
Inclusion	3	4	2
Lack of space/ facilities	3	2	3
Lack of interest in sport	2	2	2
Low income	2	2	2
Fair play	1	2	1
Awareness/ promotion	1	2	1
Bullying/ abuse/ racism	1	1	1
Politics	1	1	1
Health	1	2	1
Small communities/ Rural access	1	1	1
Not allow children to lose	1	1	1
Time	1	1	1
Poor facilities	0	0	1
Doping	0	0	0
Other	5	4	5
No issues	11	14	10
Don't know/ no answer	7	10	4

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

N: 2000

Concern with community sport in Canada by involvement

Level of Concern With



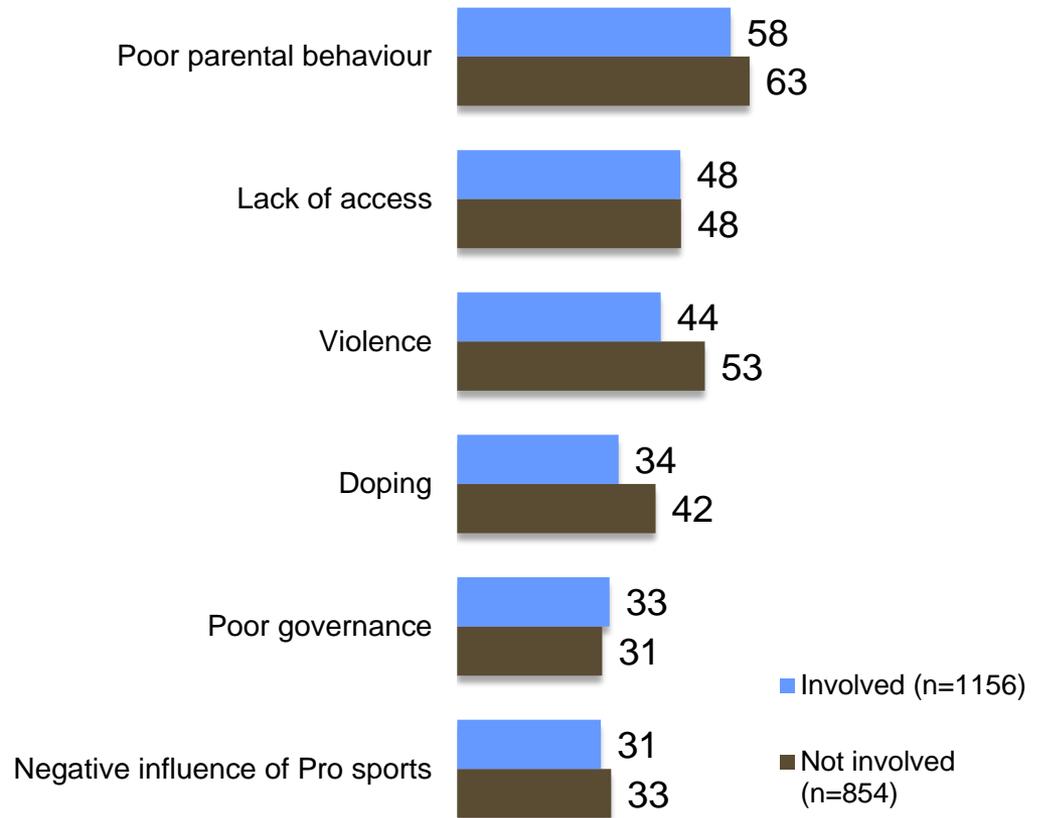
Q: When it comes to community level sport how concerned are you about each of the following?
 N: 2000

Poor parental behaviour most likely to be high concern

While those involved tend to have similar levels of concern as those not involved, there are two places of significant difference.

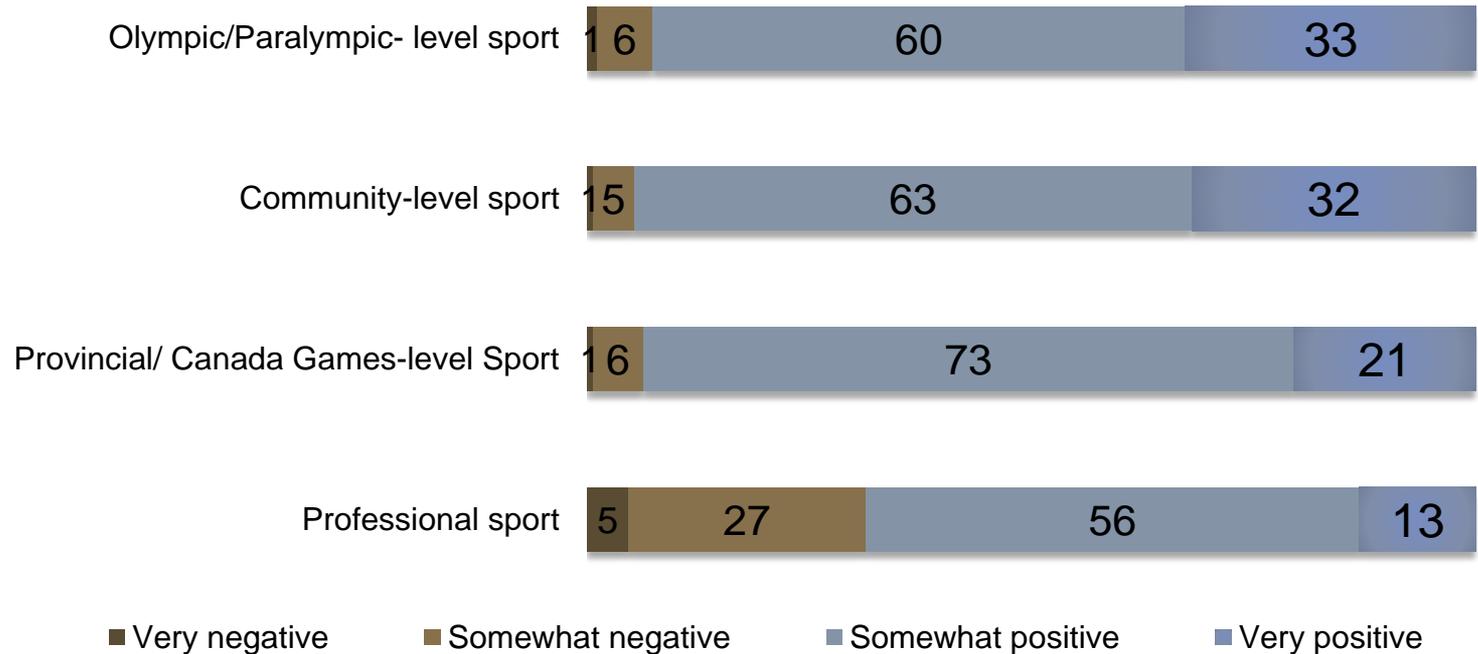
Those not actually involved tend to be much more concerned with violence and doping, and a little more concerned with poor parental behaviour.

% High Concern by Involvement



Level of concern by involvement in community sport

Influence on Youth



Q: For each level of sport, I'd like you to tell me about the influence you think each one actually has on youth. Would you say that.....has a very positive, somewhat positive, somewhat negative, or very negative influence on youth?

N: 2000

Olympic and community level sport have most positive influence on Youth

While doping is not a major concern at the community-level, it is something Canadians place a high priority fighting.

When it comes to the Olympics, the average rating for how clean (doping free) they were in London, is 6.0. Few Canadians (8%) think they were very clean (9 or 10) and almost as many (6%) think they were not at all clean (1 or 2).

There is a clear priority associated with anti-doping efforts.

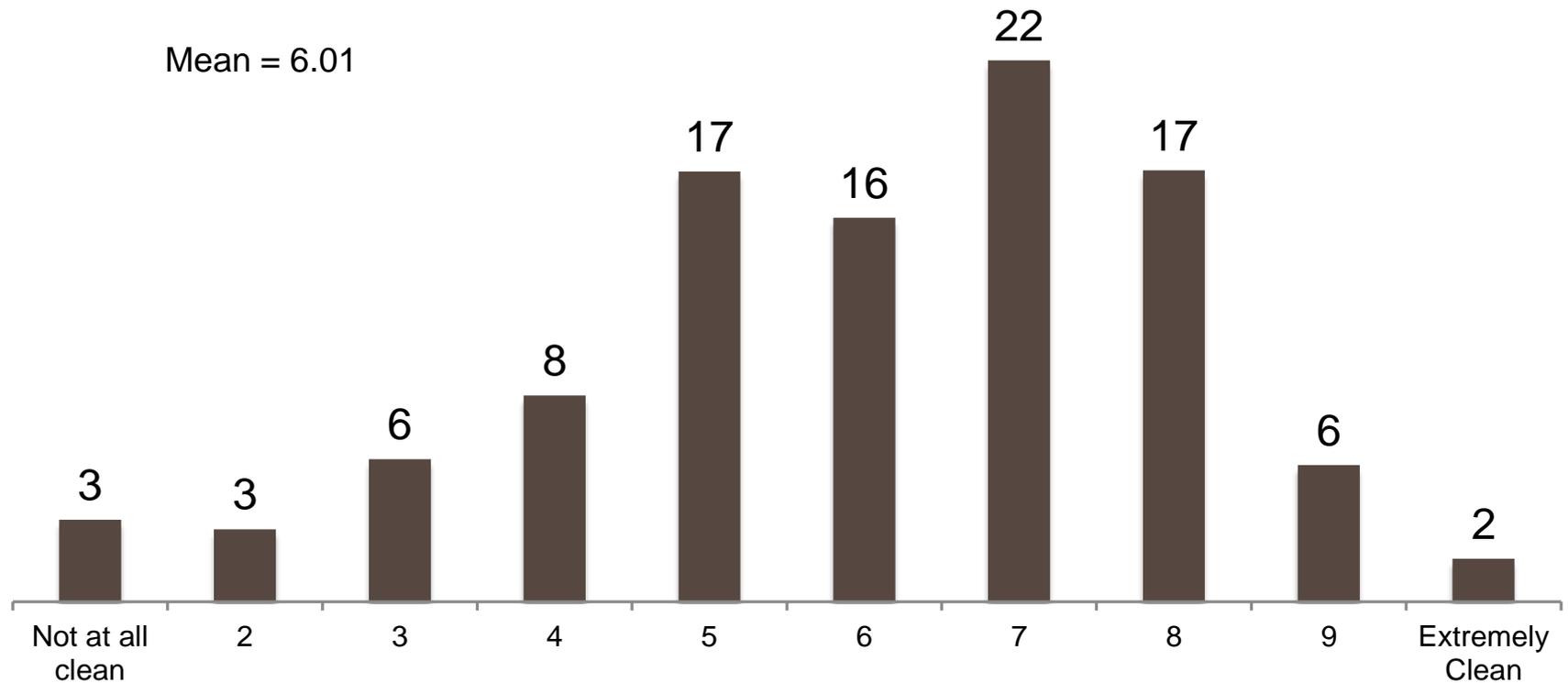
- 32% strongly (7 out of 7) and 78% overall agree that catching cheating must be a number one priority.
- 26% strongly agree (72% overall) that they are more likely to purchase a company that supports good sport.

There is also uncertainty about being able to deal with doping.

- Only 7% strongly agree that Canada is doing a good job ensuring our athletes are not cheating (67% agree overall).
- 23% strongly agree (76% overall) that cheaters are one-step ahead of efforts to catch them.

Doping is understood as a priority and challenge

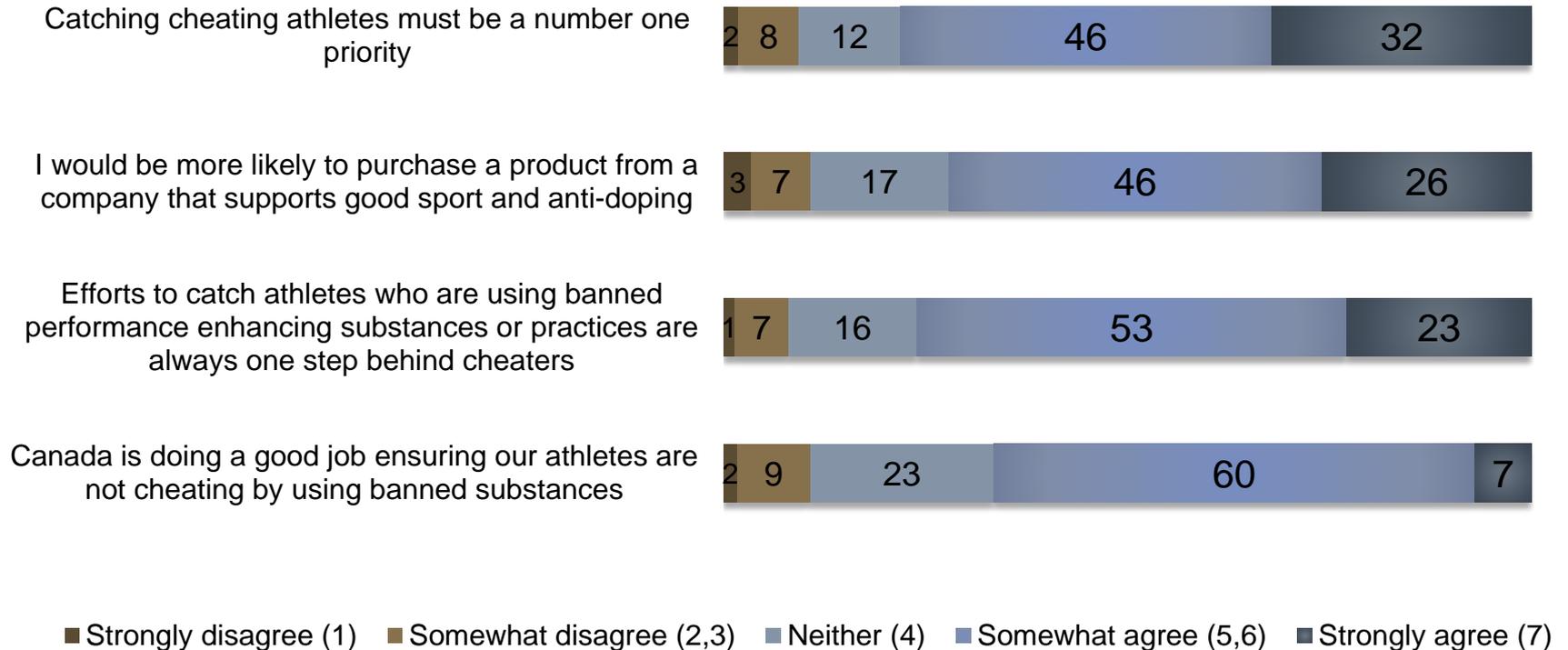
Perceptions of the Olympics



Q: How clean, meaning free from doping and performance enhancing drugs, do you think the London 2012 Olympic Games were?
N: 2000

Extent Olympics Were Clean

Level of Agreement



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

N: 2000

Attitudes about performance enhancing drugs



High Performance Athlete Survey

Five broad observations

1. Athletes have a particularly rosy view of what sport can accomplish, especially for youth.
2. There is considerable skepticism about how sport is delivering on this promise at the community level.
3. True Sport values resonate with athletes.
4. Athletes perceive a doping problem in sport.
5. CCES is performing well but needs to maintain high service levels and continue to improve processes.

Executive Summary

Athletes are, as would be expected, huge sport boosters but they are skeptical that community-level sport is delivering.

Athletes overwhelmingly think that sport can instill character (79% very large extent), strengthen communities (72%), and provide opportunities for personal excellent (59%).

- This is the same ordering as we found with the general public but to a much higher magnitude (recall only 37% of the public say that sport can instill character to a very large extent).
- Only 40%, however, are very confident sport is doing this. **For athletes, the community sport system is not living up to its potential.**

Nevertheless, athletes are **positive about their own personal experience at the community-level** (60% very positive).

When asked to rate the performance of community sport at delivering a positive sport experience, the average rating is 7.8. This is somewhat higher than the public rating (7.3).

Perceptions of Community Sport

Community-Level Sport Can...

Provide opportunities for participants to pursue personal sporting excellence



Strengthen our communities



Instill character in Canadian youth by teaching them values and positive life lessons



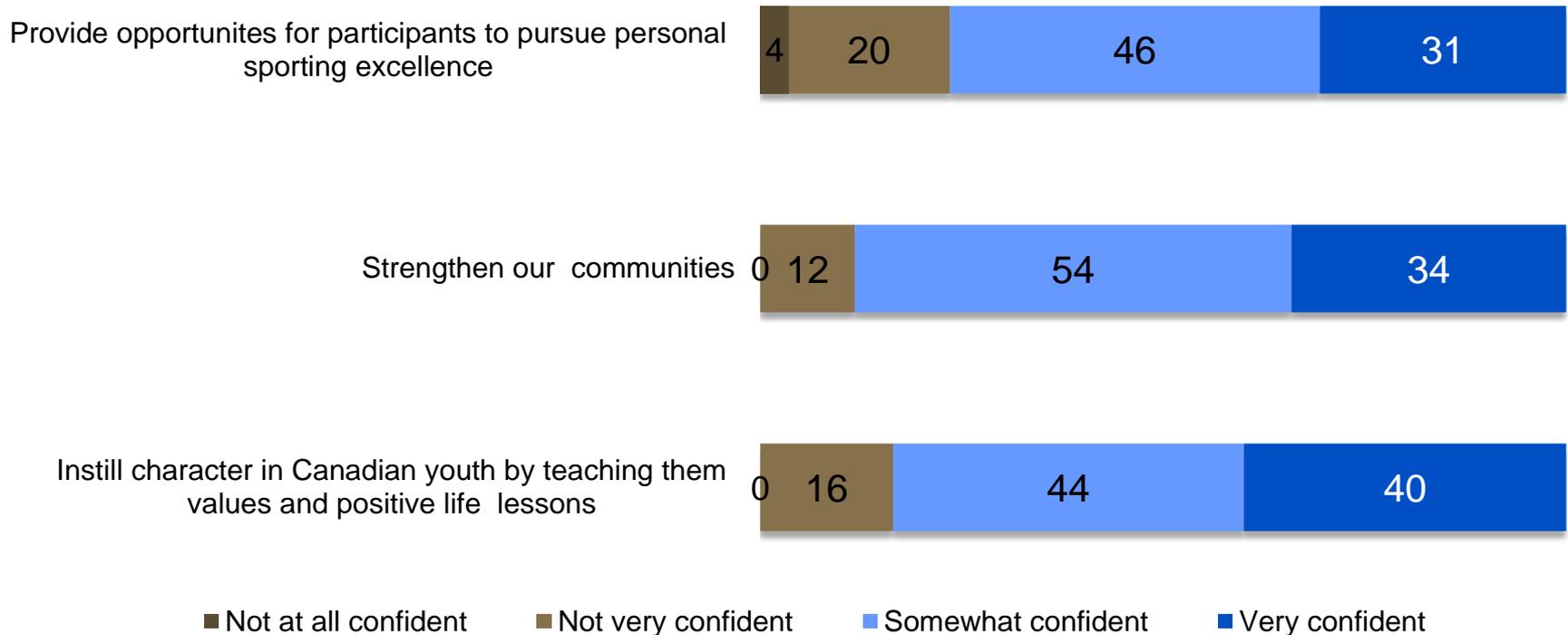
■ Very small ■ Somewhat small ■ Somewhat large ■ Very large

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

N: 85

Athletes strongly believe that community-level sport can have large impacts, particularly on youth

Extent Community-Level Sport Does...

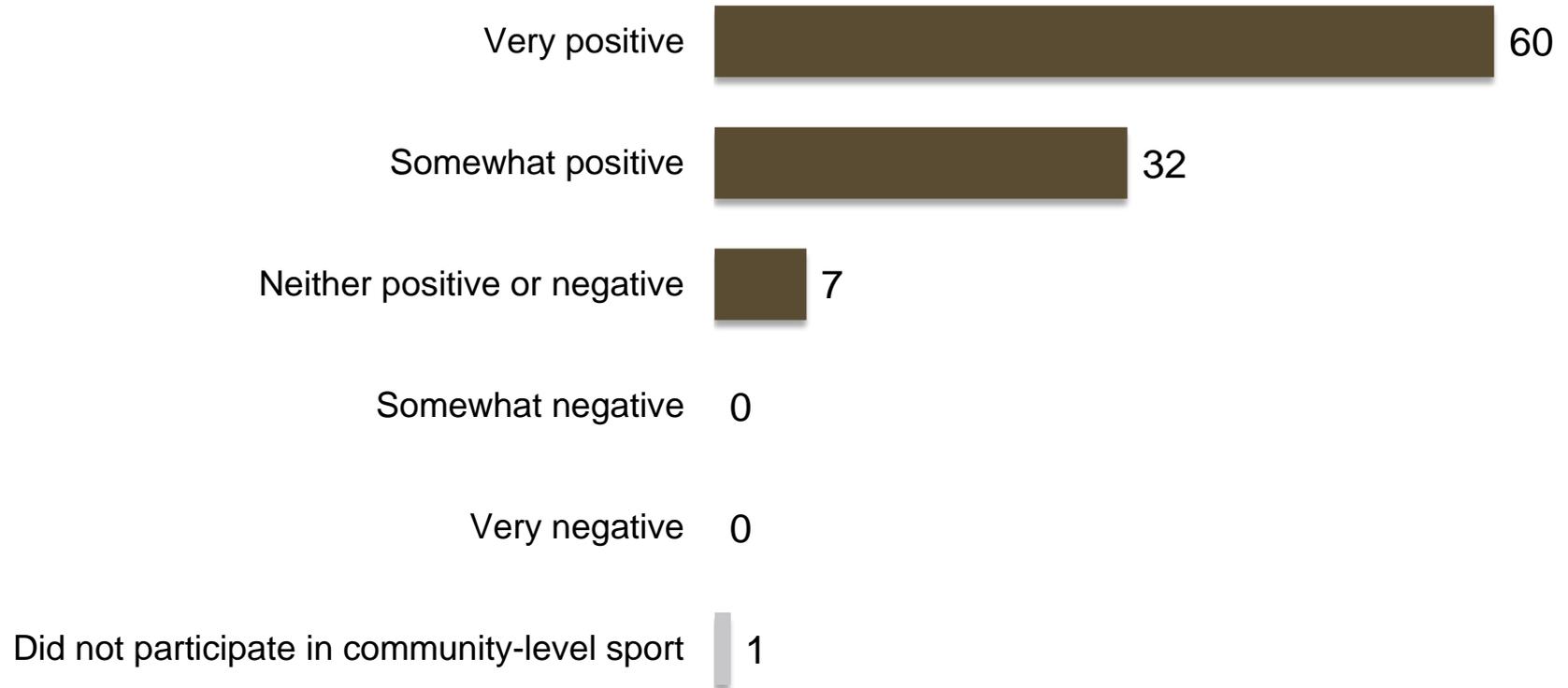


Q: How confident are you that community-level sport actually does ...

N: 85

Confidence that sport is delivering on the promised benefits reveals a significant gap between the promise and the result

Recall of Personal Experience with Sport

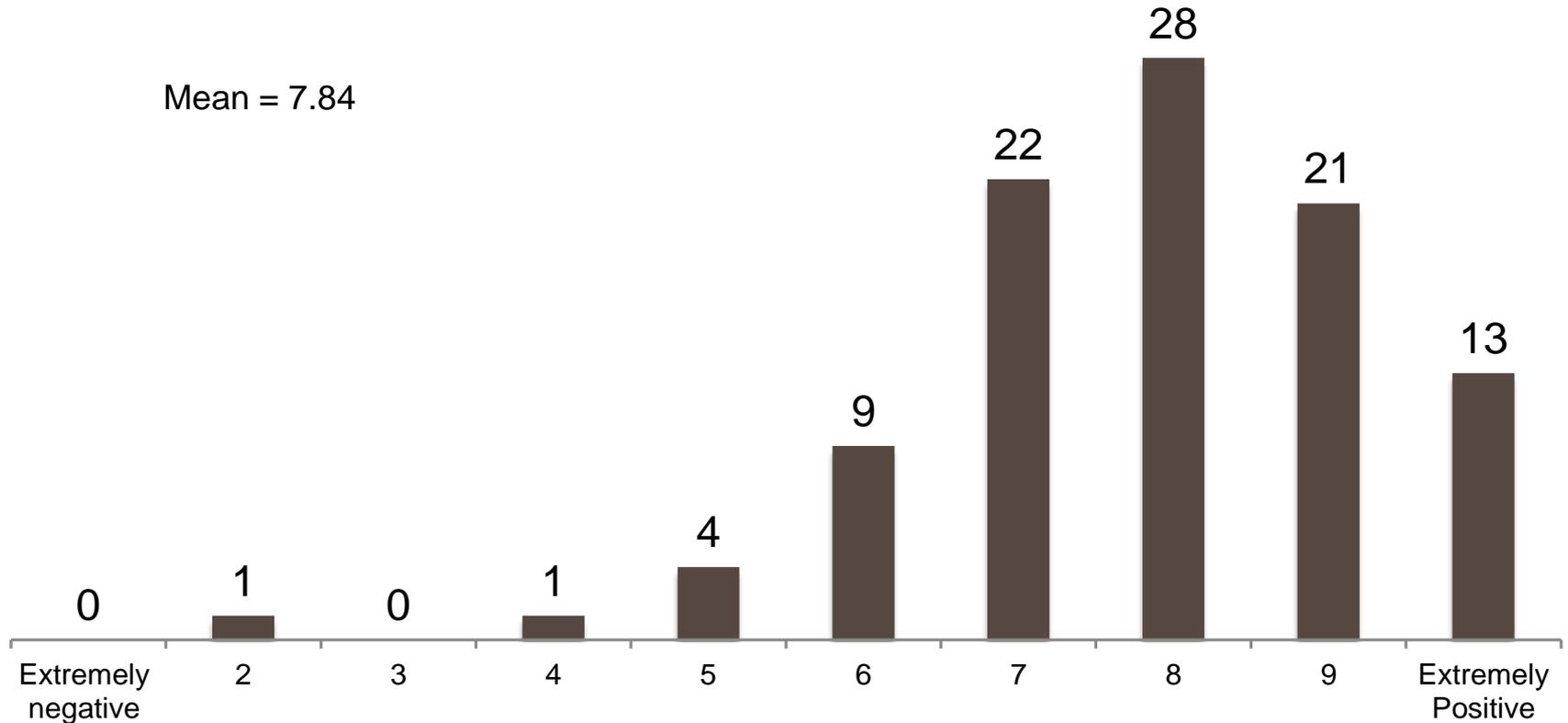


Q: How was your experience in community-level sport when you were growing up?

N: 85

Experience when growing up were very positive for athletes
(more so than for the public)

Performance Rating



Q: Based on your own experience in community-level sport, or anything you may have read or heard, how would you rate the performance of community-level sport in your area at delivering a positive sport experience?

N: 85

Generally positive performance of community-level sport

7 “True Sport” principles resonate with athletes but they see some performance gaps.

Although the high performance athletes have been serious about sport, the most important principle for them is to *Keep it Fun*: 39% ranked it first.

All of the principles are important. The lowest rated, *Give Back*, has an average of 8.1/10 and the top three received averages of more than 9 out of a possible 10.

- *Go for It*, is a little surprising in being the second least important (8.6/10) principle. Athletes, like the general public, place more importance elsewhere.

Overall, community sport is seen as doing a good job at living up to the principles.

- *Play Fair* receives the highest performance rating (8.0/10) followed by *Keep it Fun* (7.9) and *Include Everyone* (7.9).
- Performance on *Stay Healthy* is relatively low and notably ranked lower than for the public.

The Importance of True Sport Principles

The 7 principles of True Sport are all essential elements of the sports experience that offers the best for participants.

To understand how Canadians see these values, we asked 3 questions about the 7 principles.

1. They were ranked in terms of personal importance.
2. They were rated in terms of importance for a good sport experience
3. The performance or satisfaction with how community-sport is fulfilling the principles was evaluated.

A drag-and-drop ranking tool was used to capture how respondents ranked the 7 principles.

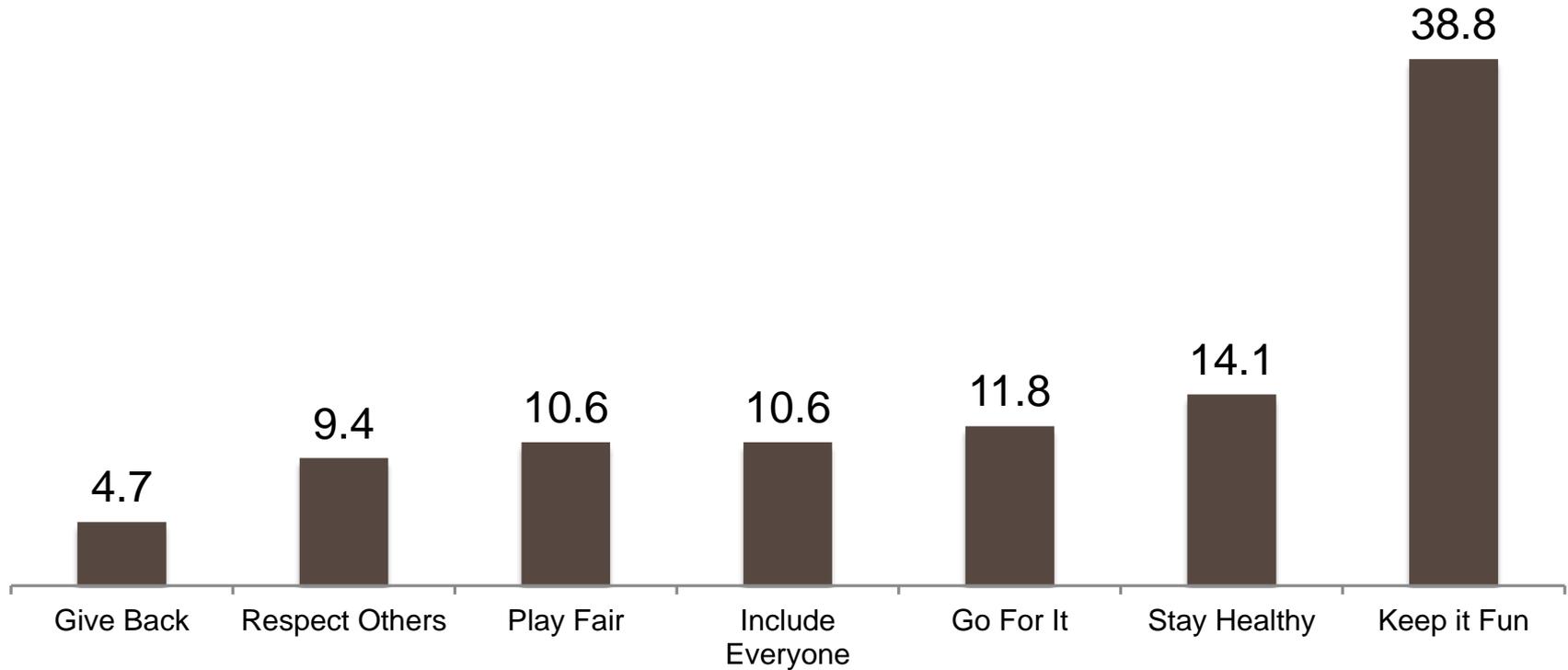
The following are seven principles of community sport. Please rank them in the order of importance for you.

The interface displays seven principles of community sport in a grid, each with a description and a small icon. To the right of the grid is a vertical ranking scale with seven dashed boxes labeled 1st through 7th. The principles are:

- STAY HEALTHY:** Place physical and mental health above all other considerations and avoid unsafe activities. Respect your body and keep in shape.
- PLAY FAIR:** Play honestly and obey the rules, in letter and spirit. Winning is only meaningful when competition is fair.
- KEEP IT FUN:** Find the joy of sport and have a good time. Keep a positive attitude and look to make a positive difference, on the field and in your community.
- INCLUDE EVERYONE:** Share sport with others, regardless of creed, ethnicity, gender, sexual orientation or ability. Invite everyone into sport to make it more meaningful for the whole community.
- GIVE BACK:** Always remember the community that supports your sport and helps make it possible. Find ways to show your appreciation and help others get the most out of sport.
- RESPECT OTHERS:** Show respect for everyone involved in creating a sporting experience, both on the field and off. Win with dignity and lose with grace.
- GO FOR IT:** Always strive for excellence and rise to the challenge, but never at the expense of others. Discover how good you can be.

A methodology for testing support for True Sport values

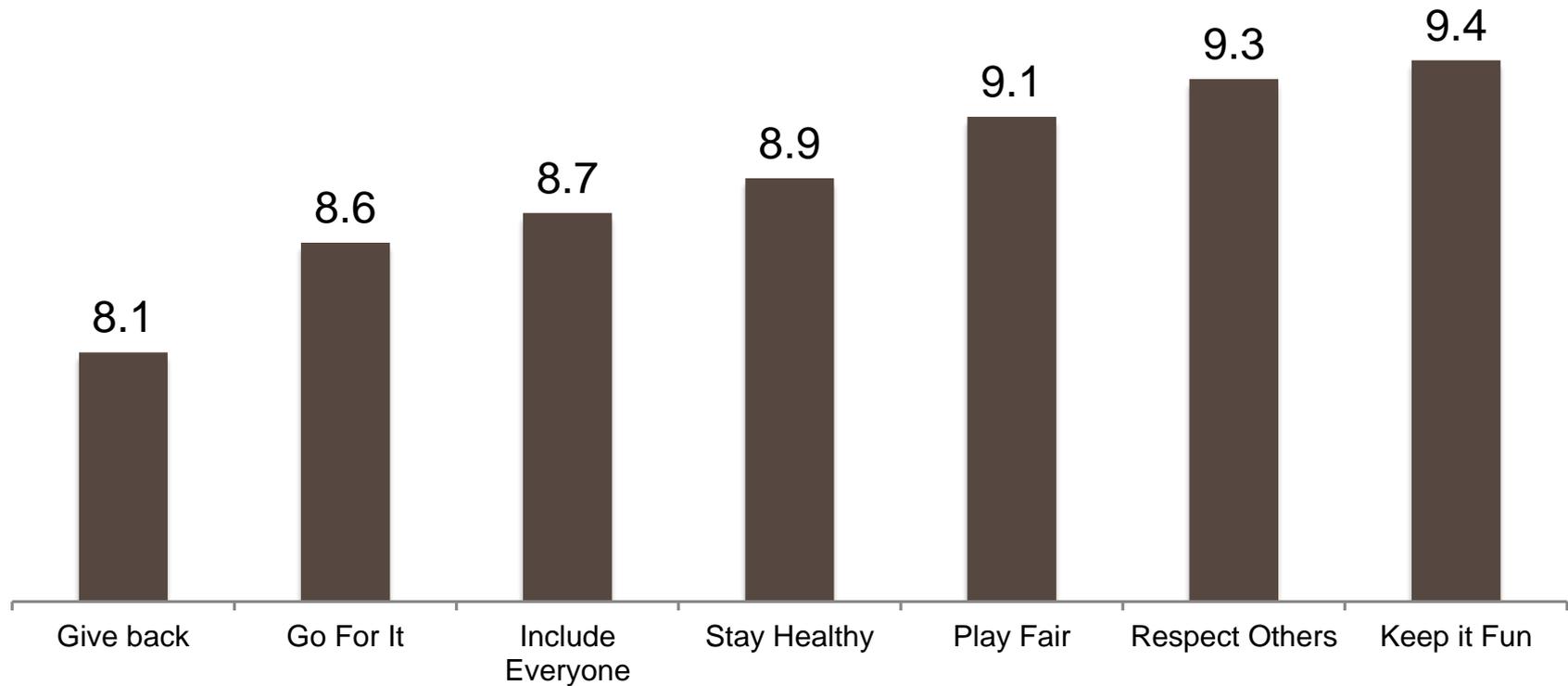
% Ranked First



Q: The following are seven principles of community sport. Please rank them in the order of importance for you.
N: 85

Keep it Fun most selected as 1st Rank

Mean Importance Rating (10-point)

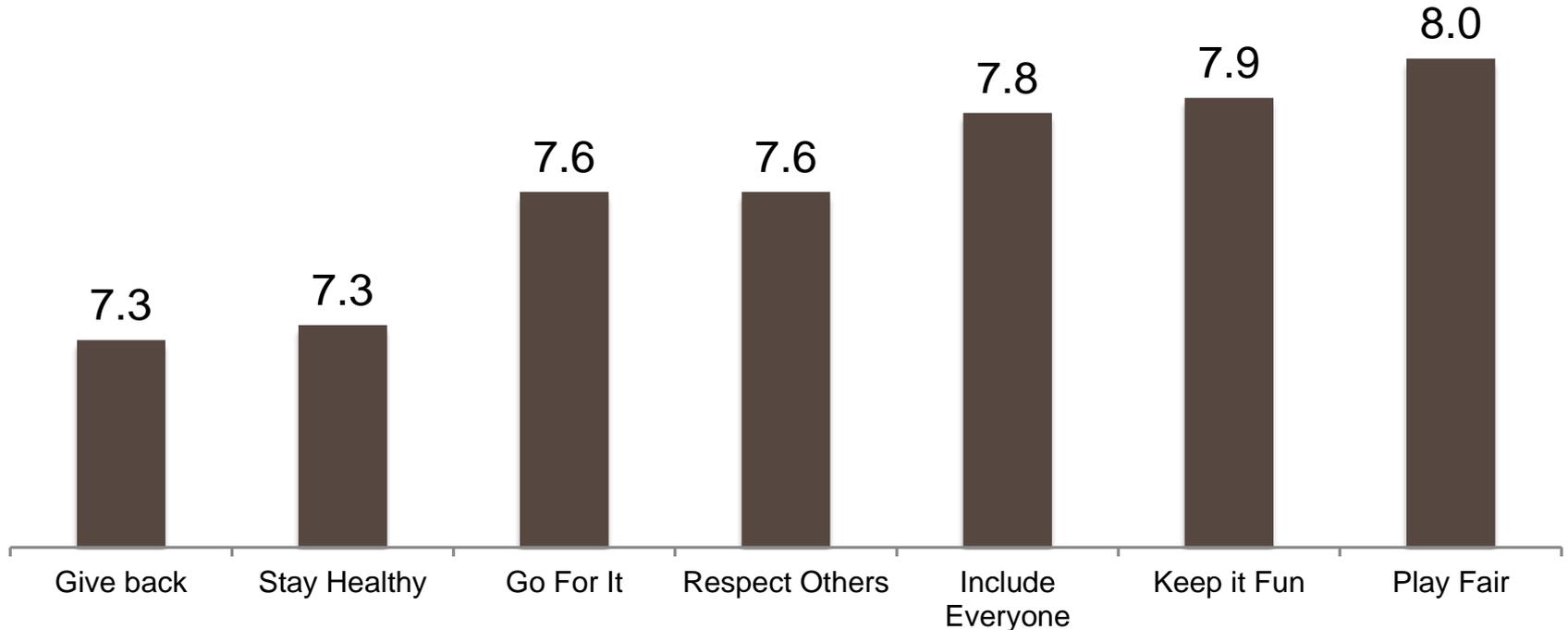


Q: For each of the seven principles of community sport. Please rate them on a scale of 1 to 10 where 1 is not at all important for a good sport experience and 10 is extremely important for a good sport experience.

N: 85

Average importance rating shows *Keep it Fun* and *Respect Others* as most important for athletes

Mean Performance Rating (10-point)



Q: How would you rate the **performance** of the community sport organizations in your community at “living up to” each of the seven principles of community sport? If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

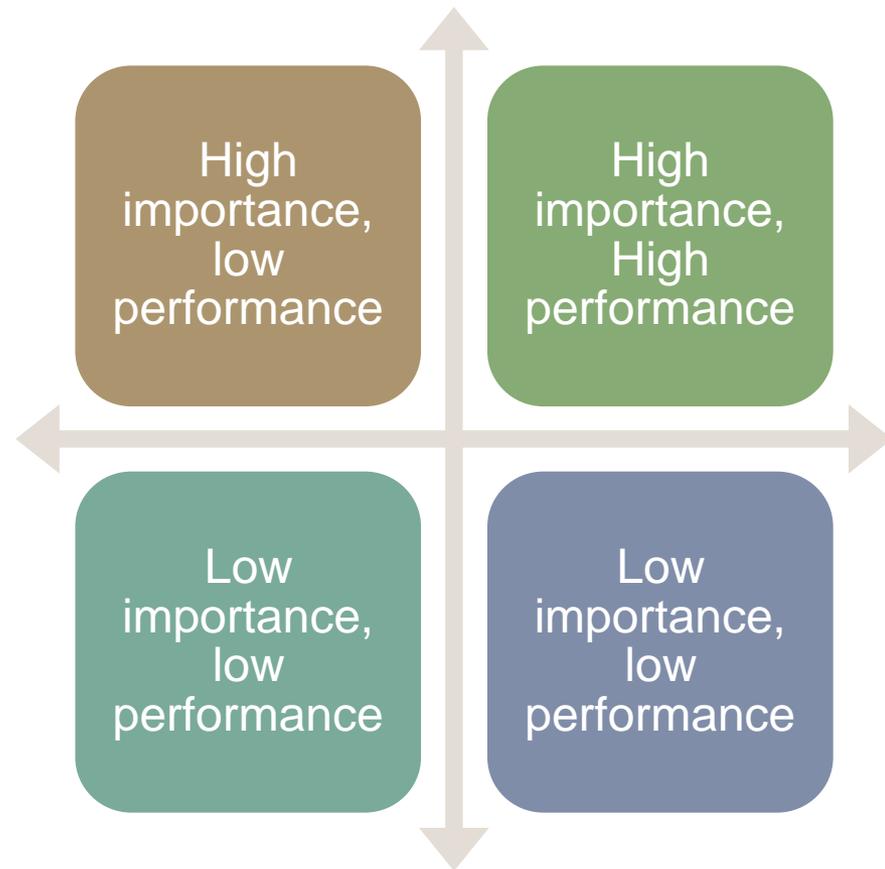
N: 85

Performance best on *Play Fair* followed by *Keep it Fun* and *Include Everyone*

The ordering of principles is not the same across importance and satisfaction. Respect gets the highest average importance rating but is in the middle for performance.

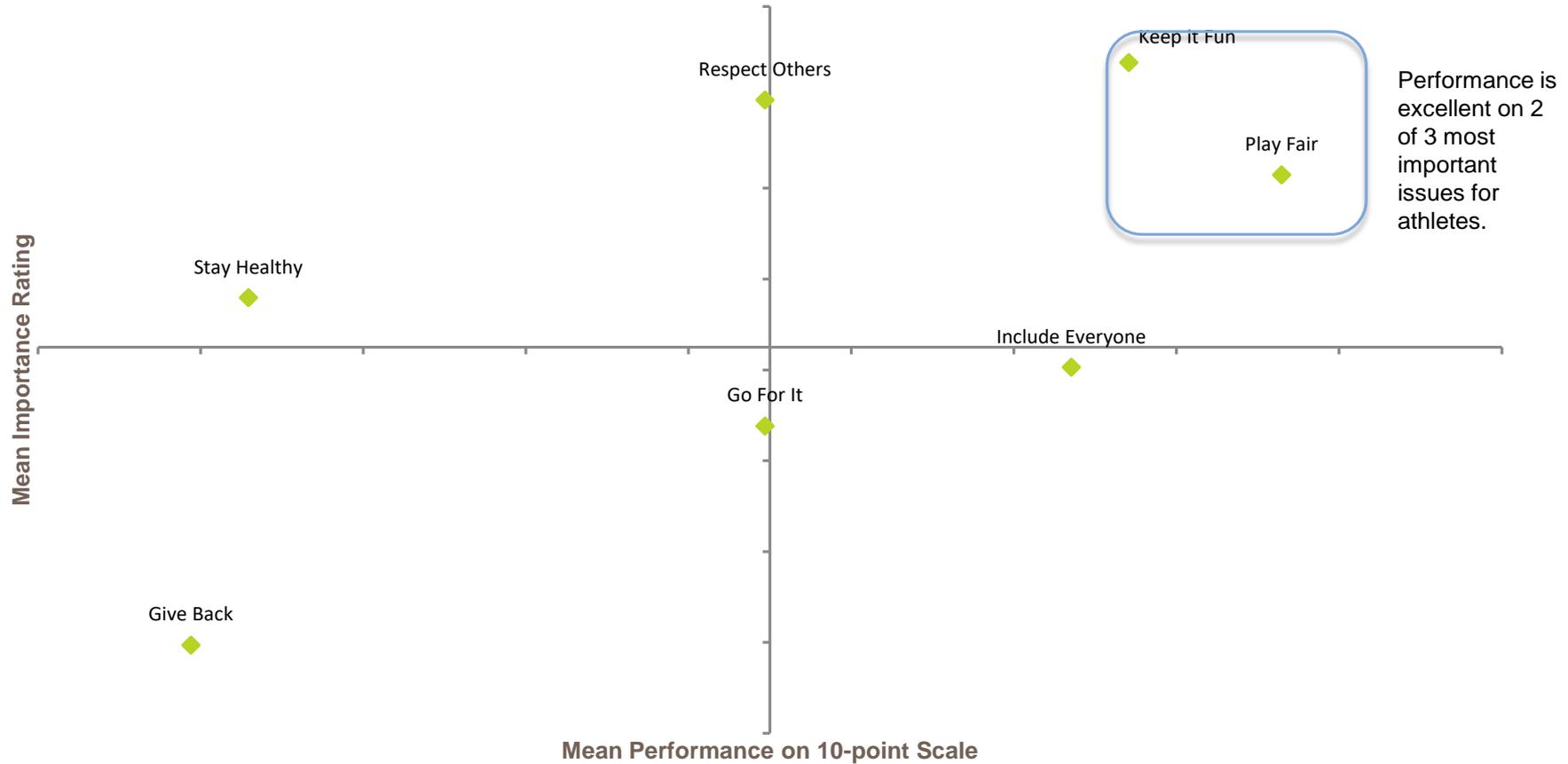
To better illustrate the relationship we graph the location based on the average scores on the two variables. Both variables are self-reports.

Note that location is relative to the other values not low in absolute terms.



Modeling self-reported importance & performance

Performance versus Importance for True Sport Values



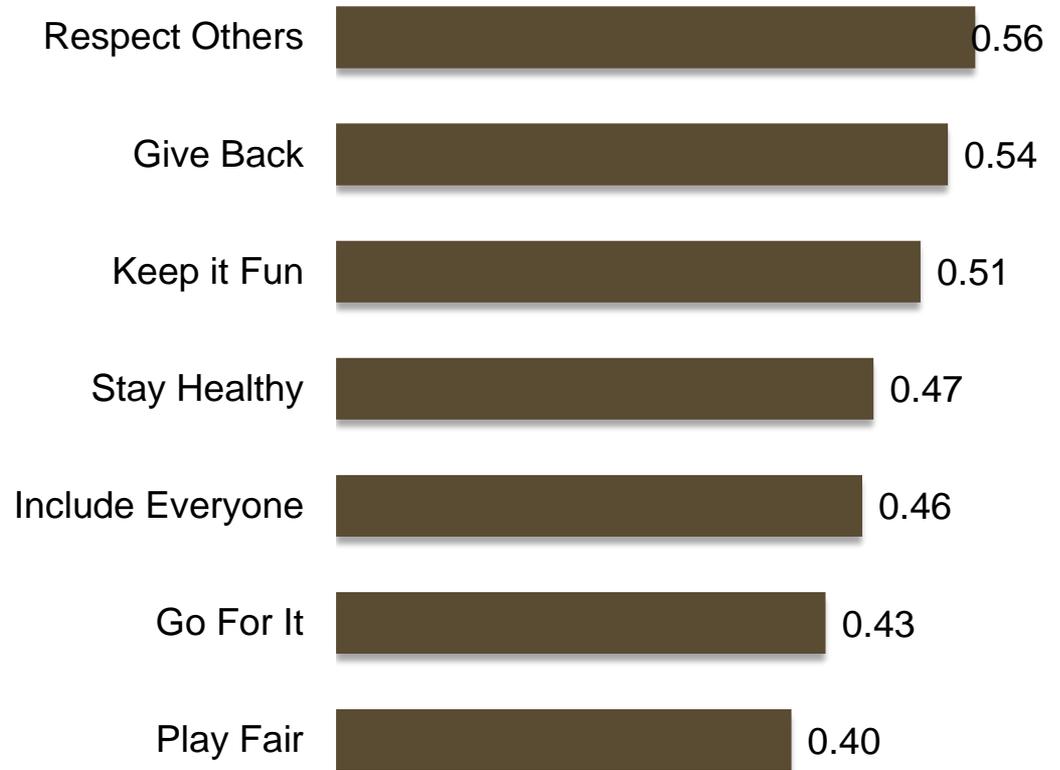
Community sport performs well on two of most important values

The basic model shown previously makes the assumption that what people say is important is meaningful.

As an alternative, another approach is to consider whether performance on some principles is more likely to explain overall performance of community sport. By correlating performance on a specific principle with the overall performance we capture derived importance.

In comparison to self-reported importance, ***Give Back*** is much more important and ***Keep it Fun*** is a little less important.

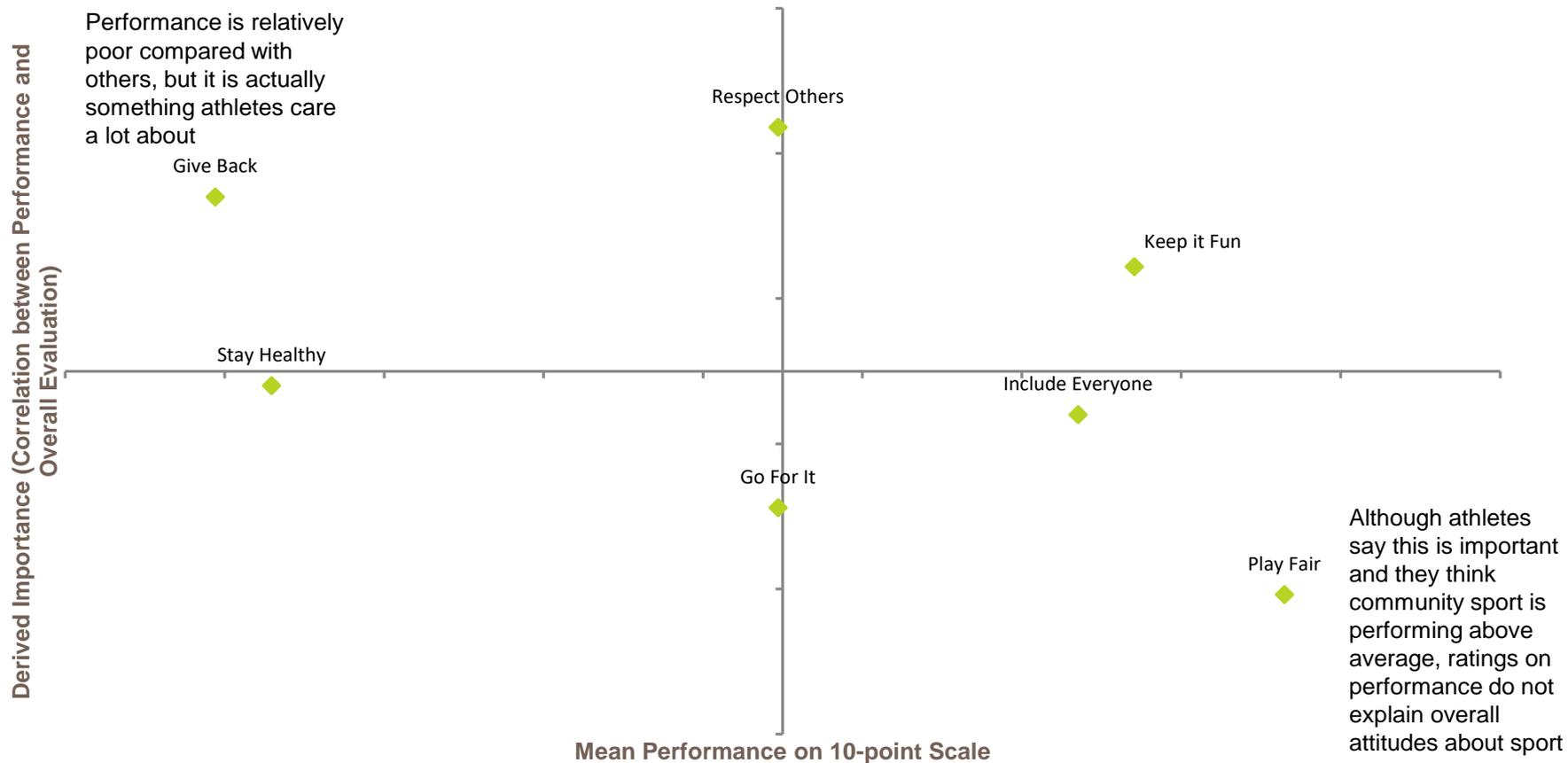
Derived Importance



Value is the Pearson Correlation between the performance on the principle and the overall performance of community-level sport.

Modeling derived importance

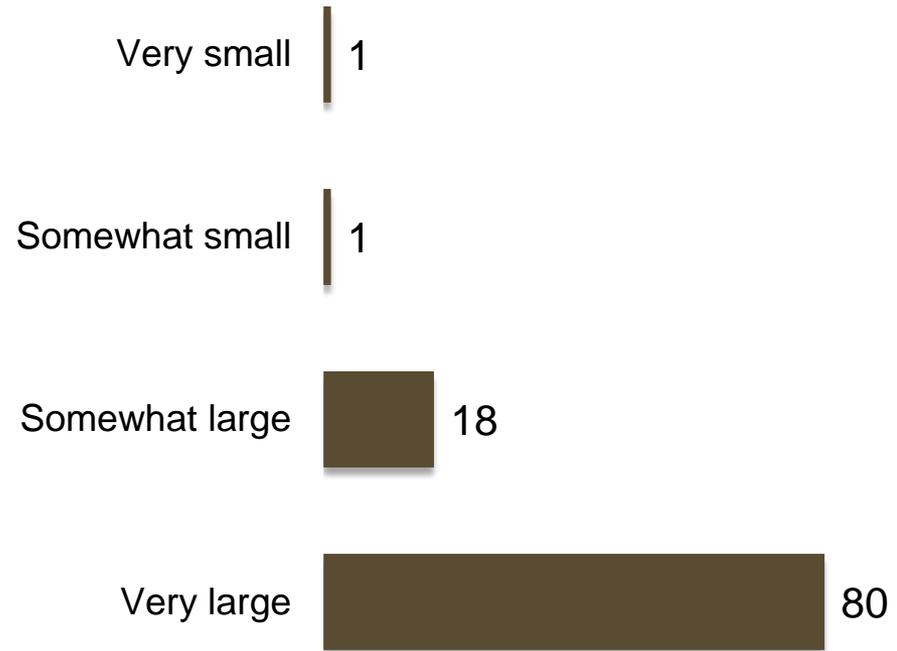
Performance versus Derived Importance (Actual Importance)



Athletes will think community sport is better if we improve its ratings on respect and giving back while continuing high performance on keeping it fun.

Reflecting the high support for the True Sport Principles, 80% of athletes say that the potential to positively benefit the moral development of Canadian youth would be very large.

Influence if Sport Lived Up to Principles

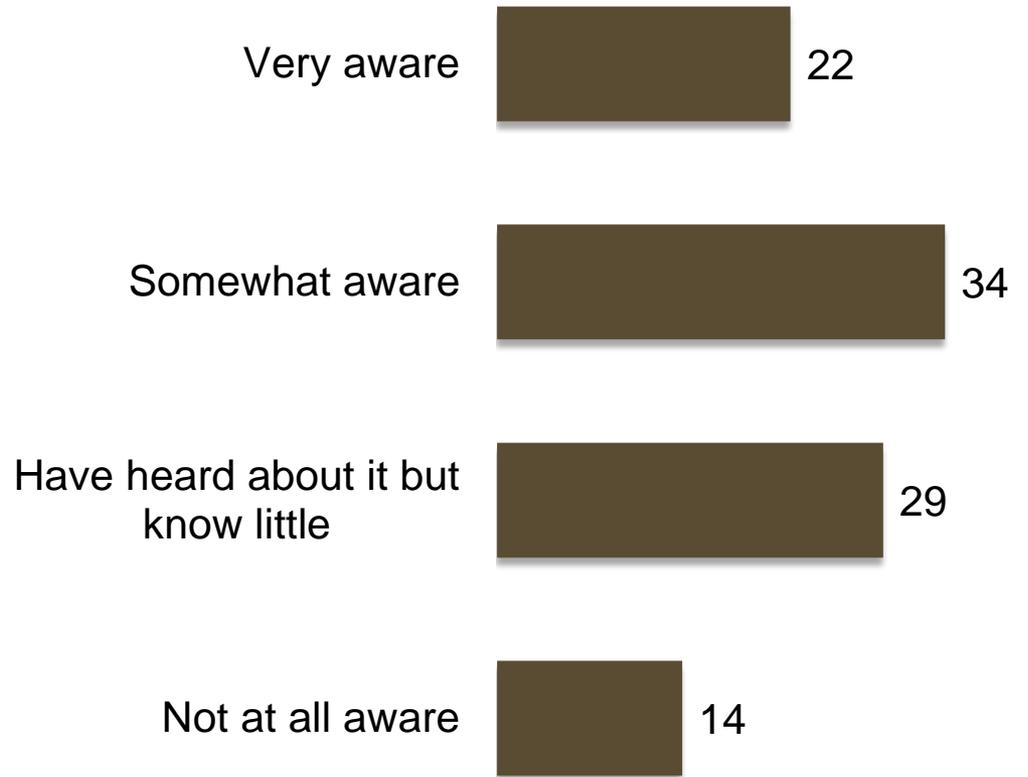


Q: If the sport organizations and activities in your community lived up to these principles, how much potential would there be for community-level sport to positively influence the moral development of Canadian youth? Do you think the potential is...
N: 85

Huge benefit if sport lived up to the principles



Awareness of True Sport Movement



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

N: 85

High awareness of True Sport Movement

Threats centre
around access
more than anything
else for athletes.

Access is the most mentioned concern with community-level sport when asked in an open-ended manner.

Consistent with the open-end question, a lack of access received the highest levels of concern (54% high concern) among the 6 tested issues.

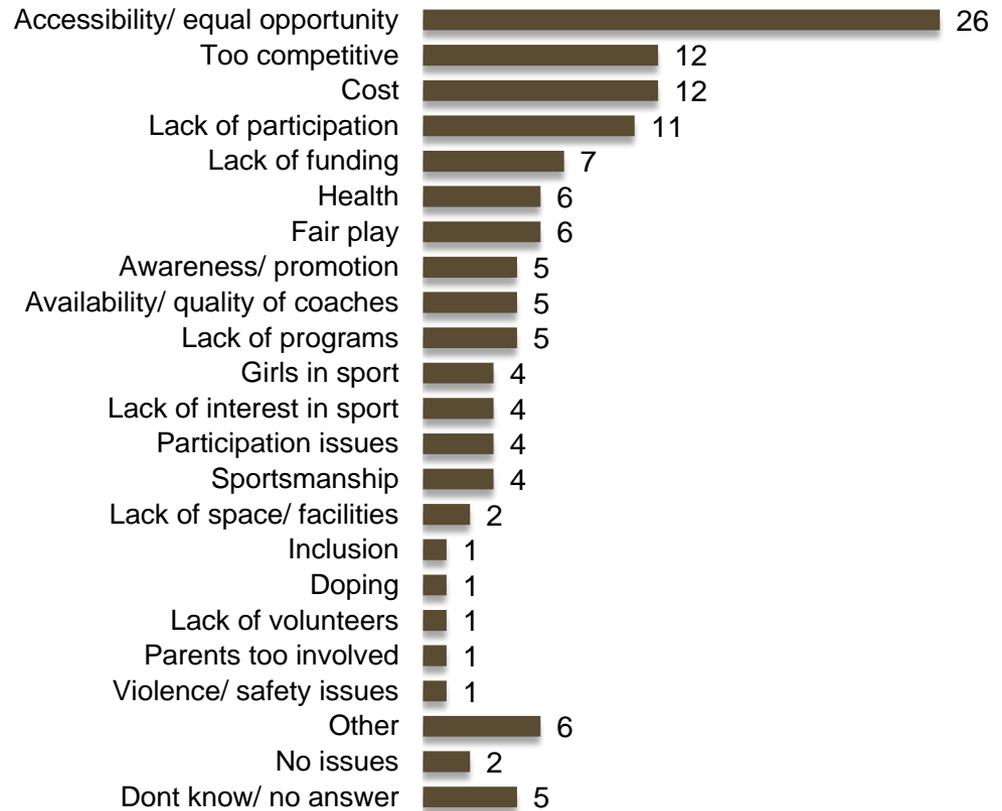
- Poor parental behaviour (45% high concern) and poor governance (31%) are the next most important concerns.
- Little athlete concern with violence.

Olympic/ Paralympic sport is seen as having the most positive influence on youth followed by community level sport. Athletes are more than two times more likely than the public to be very positive about the positives of all levels of sport.

Threats to Community Sport

Access is the most pressing concern expressed by athletes. Following this is too competitive, cost, and a lack of participation.

Concerns with Community Sport (All Mentions)



Q: What is the issue that concerns you most about community level sport in Canada today?
N: 85

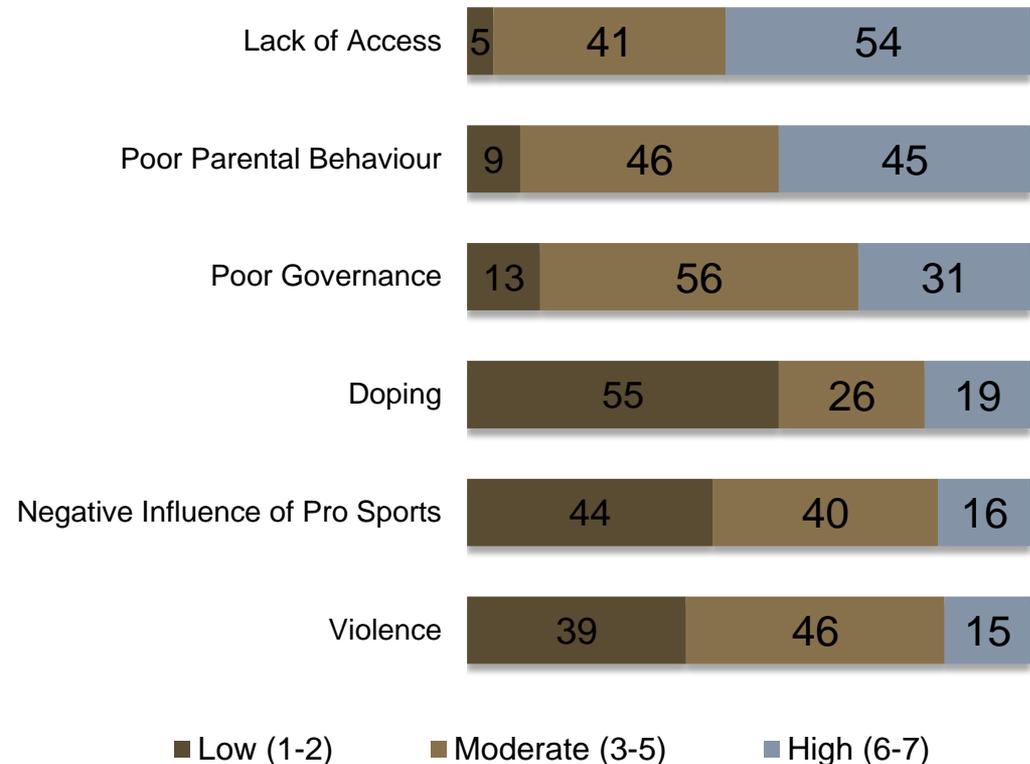
Concern with access is most mentioned by athletes

Unlike the public which were the most likely to identify poor parental behavior as a high concern (60% high), athletes are most likely to identify access. Parental behaviour is second.

Other main differences from the public are:

- Low concern (only 15% high) for violence among athletes compared with 48% of public with high concern.
- Much higher concern for poor governance (ranked third for athletes).
- Doping, the negative influence of pro sports are also much less of a concern for athletes.

Level of Concern With

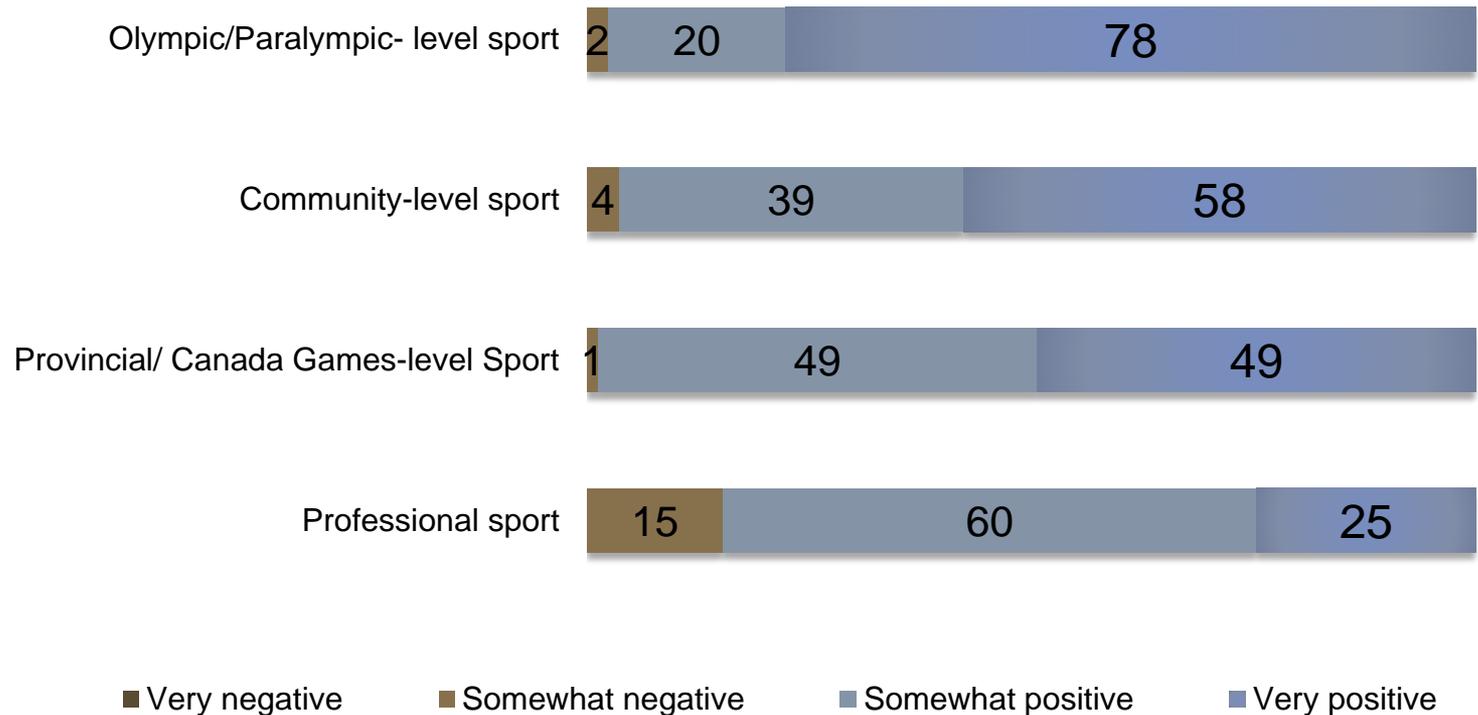


Q: When it comes to community level sport how concerned are you about each of the following?

N: 85

Lack of access clearly largest concern

Influence on Youth



Q: For each level of sport, I'd like you to tell me about the influence you think each one actually has on youth. Would you say that....has a very positive, somewhat positive, somewhat negative, or very negative influence on youth?

N: 85

Olympic and community-level sport have most positive influence on youth

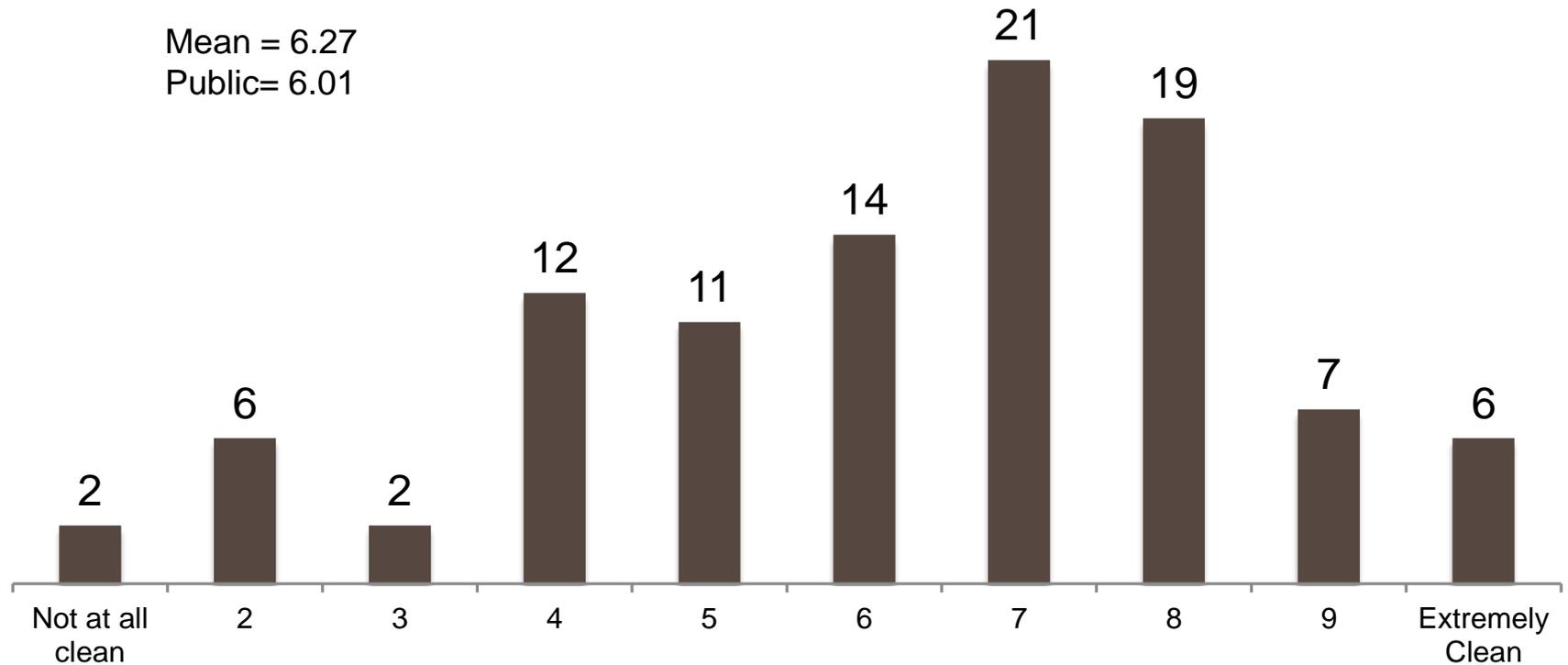
Only half of athletes believe their own sport is doping free.

Athletes are quite skeptical about anti-doping success.

- The average rating for the cleanliness of the Olympics in London was only 6.27 and 34% have a score of 5 or less (a failing grade).
- 77% agree (24% strongly) that efforts to catch are always a step behind.
- Only 18% are confident that their sport is generally doping free (52% at least think this is true).
- 27% believe that they definitely have to compete against international athletes that are doping.
- In magnitude, the doping problem is perceived more as an international one than a Canadian one but there are signs of it here.

Doping is a Part of Sport

Perceptions of the Olympics



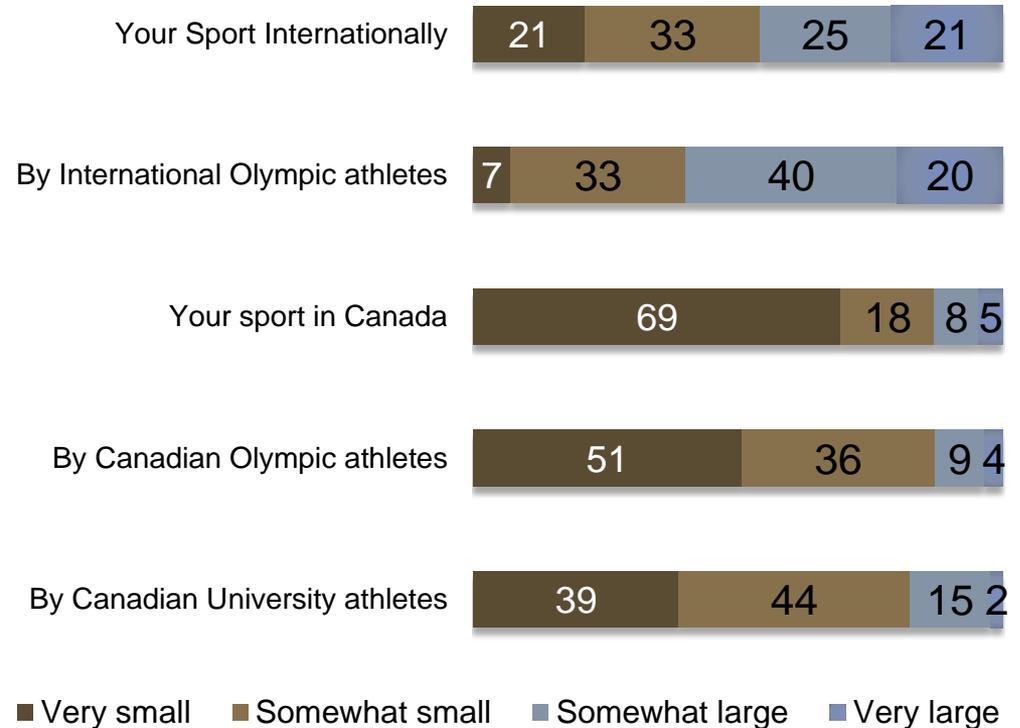
Q: How clean, meaning free from doping and performance enhancing drugs, do you think the London 2012 Olympic Games were?
N: 85

Olympics in London get 6.3 out of 10 for cleanliness

Several things are apparent from how athletes see the doping situation:

1. relatively speaking it is largely an international problem not a Canadian one
2. one's own sport is less likely to be viewed as having a general problem compared with other sports
3. within Canada, there is a bigger problem at the university level

Extent of Doping at Different Levels of Competition

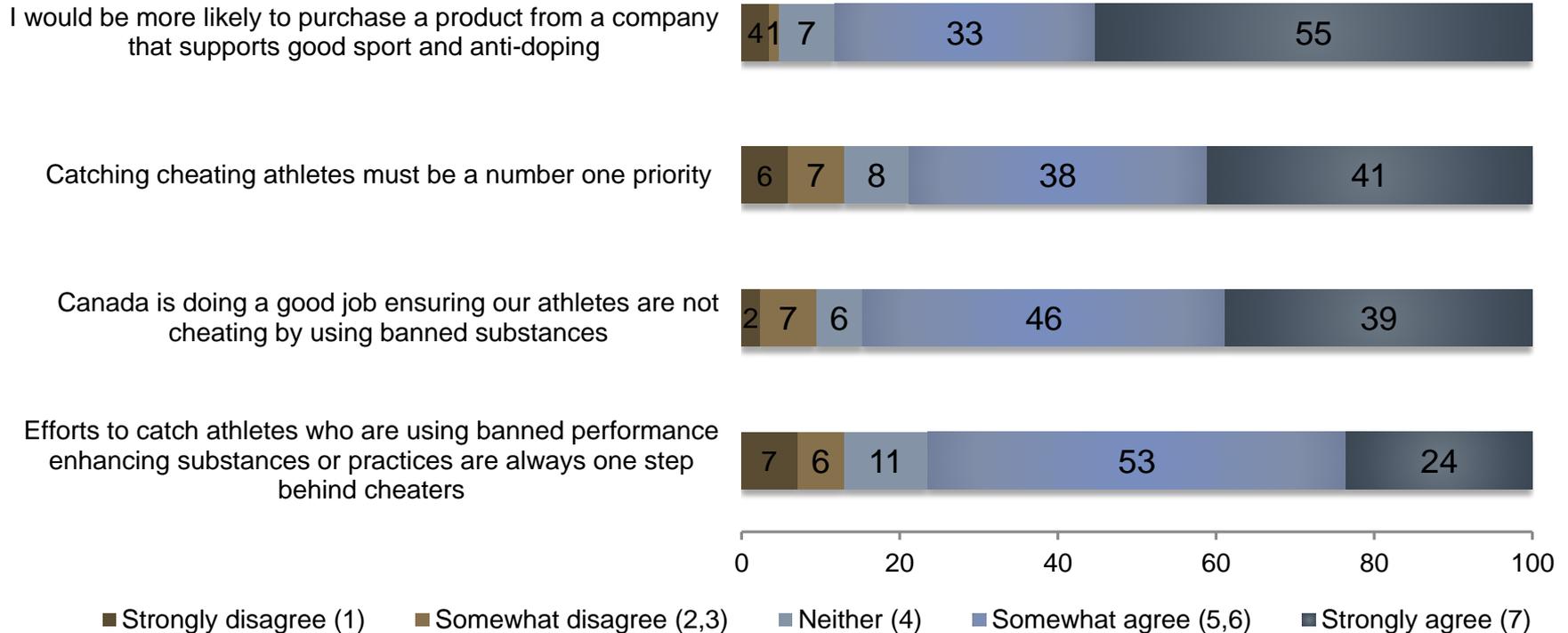


Q: Based on anything you may have seen or heard, please tell me how large a problem you believe that doping is for each of the following?

N: 85

Doping is perceived as bigger problem at international level

Level of Agreement



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

N: 85

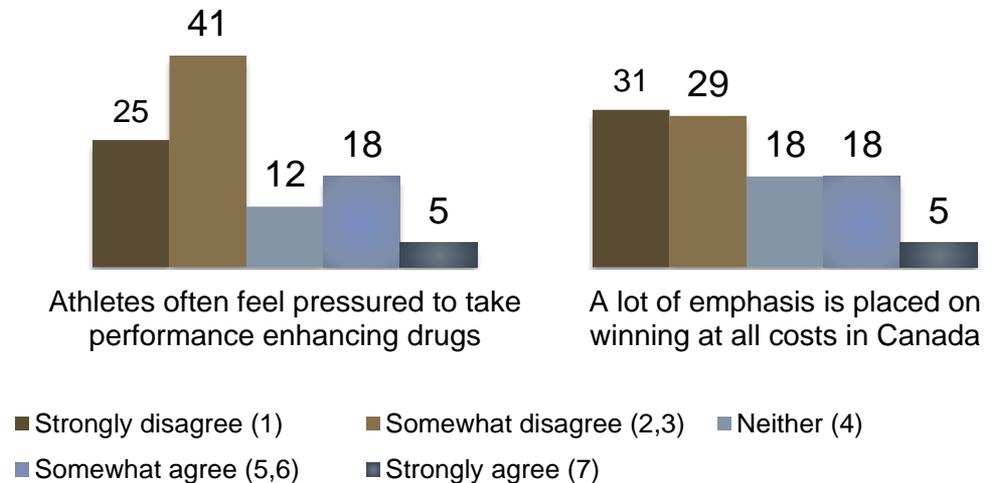
Attitudes about performance enhancing drugs

Although not universally true, a majority of athletes say:

- that they do not feel pressured to take performance enhancing drugs (66%);
- that there is not a win at all cost culture in Canada (60%).

Nevertheless, more than one in five athletes feel pressure to dope by this measure.

Level of Agreement



Q: To what extent do you agree or disagree with each of the following statements?
N: 85

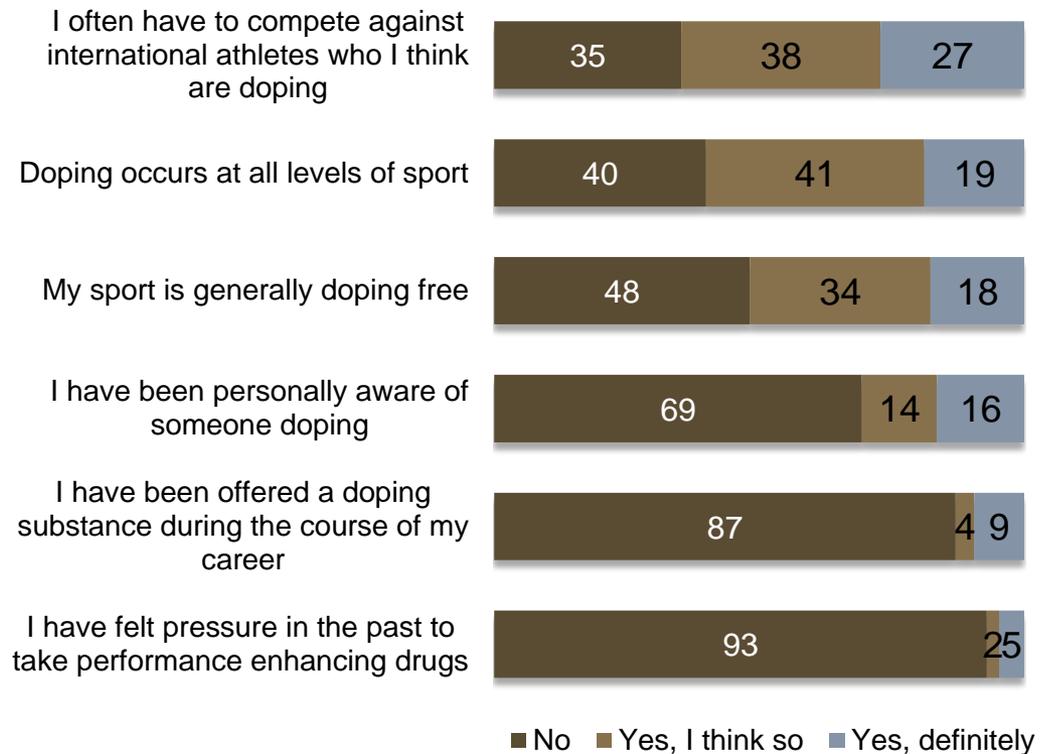
Few feel pressure to take drugs

Most notably, one in four are definitely sure that they often compete against international athletes who they think are doping.

- 7% have felt pressure in the past to use performance enhancing drugs.
- 13% have been offered a doping substance.
- 30% have been aware of someone doping.

Athletes who have felt pressure tend to (a) believe their sport is not free of drugs (b) believe that they compete against athletes who dope and (c) be aware of someone doping.

Doping Perceptions and Behaviours



Q: Please answer the following questions. Please remember that your answers are confidential.

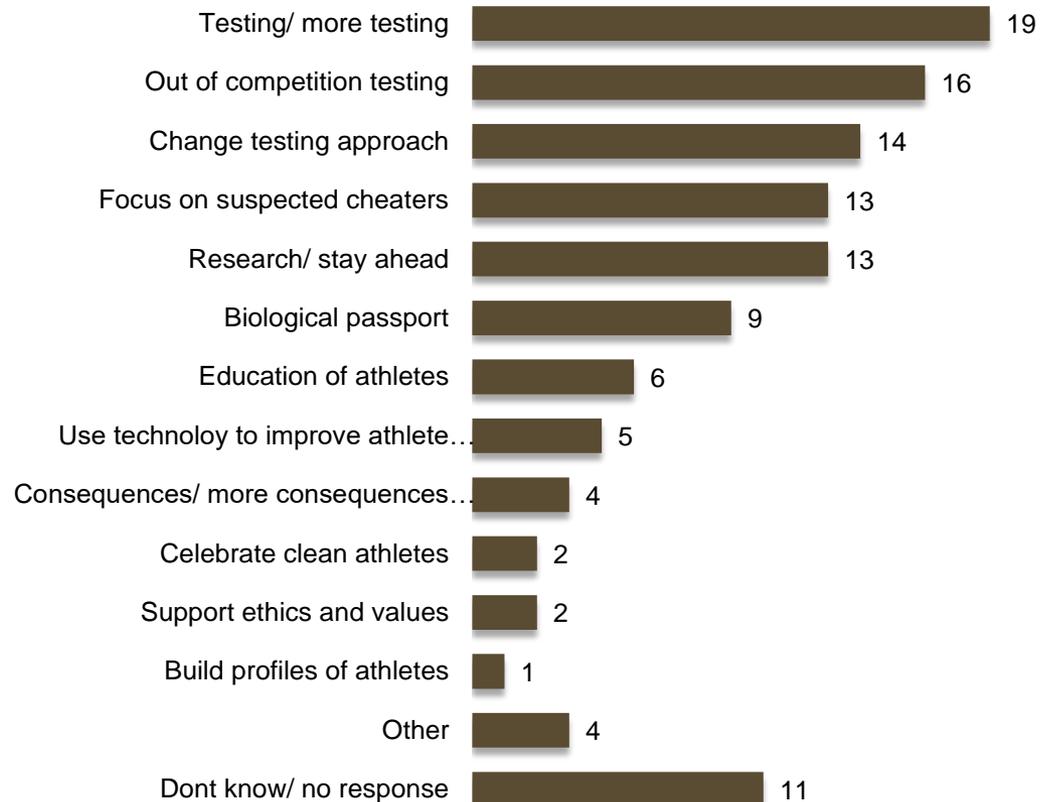
N: 85

A large percentage of athletes feel doping is an issue

Athletes are uniquely positioned to comment on how to be effective in fighting doping and they offered up a number of suggestions.

More testing and, in particular, out of competition testing were most mentioned.

Strategy for Anti-Doping that Would be Effective (All Mentions)



Q: What is the single most important strategy the anti-doping agencies should focus on to be effective in the fight against doping in sport?

N: 85

Most important strategy to fight doping

Change Testing Approach

- “From experience, CCES seems to focus on specific athletes and then test the same athletes over and over and over. I do understand the necessity for testing 1 person often, however, I don't understand how it seems to only be testing certain individuals all the time, and others never.”
- “Less "random" testing and more performance based, or even based on rumours.”
- “Have targeted sports that it is very well known that doping would be used. Focus less on athletes that test positive time and time again. Canadian athletes are too afraid to use cough syrup let alone doping substances (in general).”
- “Test someone like crazy once they are f.ast, even they are clean, let them train then test again 6 months later, still clean let them focus on winning”
- Anti-doping agencies should either require a regular (quarterly submission) to testing or only test at championships/competitions. Whereabouts could be supplied by athletes via a smartphone app that doesn't require athletes to plan 3 month blocks. Smartphones have location services that I would definitely allow "whereabouts" access to. Currently it feels restrictive to have to submit where I will spend the night or at least be present for a 60 minute block every day, especially when competitions, venues and lodgings aren't set in stone sometimes as close as a week before they are occupied.”

Out of Competition Testing

- “Targeting athletes with questionably quick or significant improvement in performance with lots of out-of competition testing.”
- “Test more frequently in early stages of training (the higher volume/harder workouts where athletes can really benefit from the drugs).”

Noteworthy Quotes from Athletes about Anti-doping Strategy

Focus on Suspected Cheaters

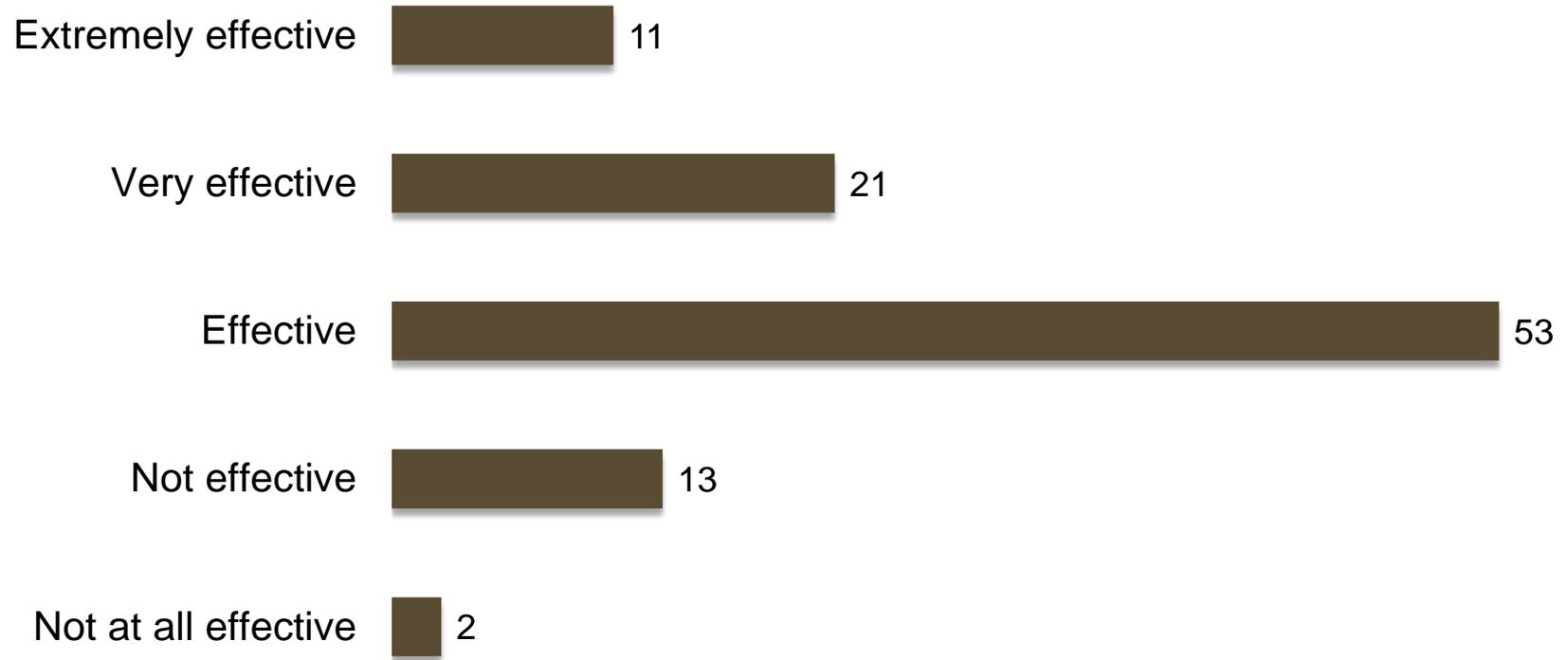
- “Stop bothering athletes in sports that have low track records of violations. Focus your energies more on sports that are know to dope instead.”
- “Focus on problem areas, sports, coaches and suppliers. Focus less on accidental consumption of advil cold and sinus type infractions and spend the money where it will help to end the abuse of drugs in sport.”
- “I don't think it is for athletes to tell you where we are every day, and give you an hour of where you can find us. I think the better strategy would be, if you have a red flag or information that a team or someone is doping, put your resources into that investigation, and be sure to find out the truth. Follow through on prospective threats of doping; be relentless.”

Other Noteworthy Quotes

- “Research into new anti-doping methods and education at the community sport level so that positive values are instilled at the very beginning of an athlete's career.”
- “There must be consequences for cheaters. Doping can not be an option. Sport must be cleaned out so that people do not take the attitude that every one is doing it, where high school kids feel the need to take stuff to get drafted or noticed. Sport governing bodies can not turn a blind eye and research into new method should be invested in.”
- “Technology, sensitivity, and extreme accuracy. You better be three steps ahead or your agency is useless. You better be damn sure of a positive test before you publicly accuse an athlete.”

Noteworthy Quotes from Athletes about Anti-doping Strategy

Effectiveness of Athlete Whereabouts Program



Q: How effective is the **Athlete Whereabouts Program** in the fight against doping in sport?

N: 85

Athlete Whereabouts Program

Maintaining the integrity of the system and the professionalism of the staff are central to positive views of CCES

The average rating on a 10-point scale is 7.7 and there are clearly more advocates (44%) than detractors (16%).

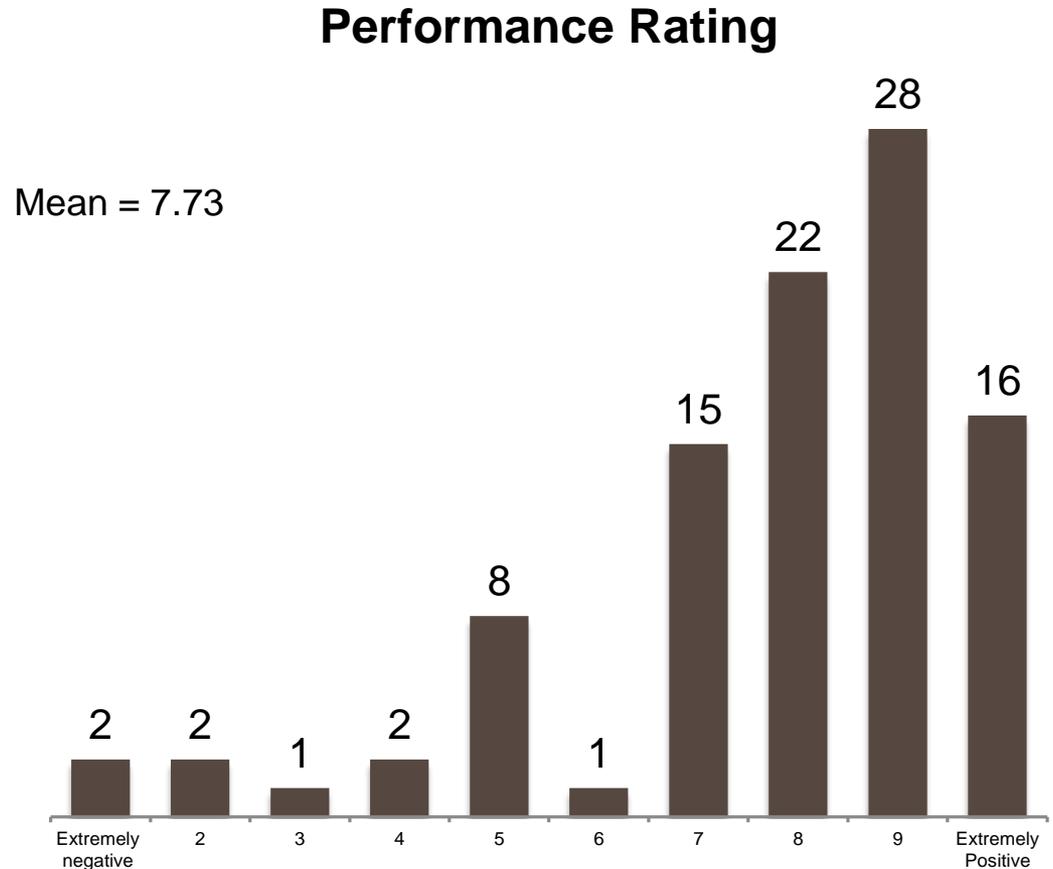
Athletes express their support for CCES in terms of the performance at testing and the professionalism of the staff conducting the testing.

There is room for improvement. Some athletes do not have positive experiences and many advocate for changes in how CCES operates its anti-doping strategy.

Positive Perceptions of CCES

Overall, the CCES receives a mean score of 7.7, which is quite positive given the overall relationship it has with the athletes.

Notably, 44% given an excellent rating (9 or 10) and only 16% would be considered detractors (giving a score of 6 or less).



Q: Based on your own experience, or anything you may have read or heard, how would you rate the performance of the Canadian Centre for Ethics in Sport?

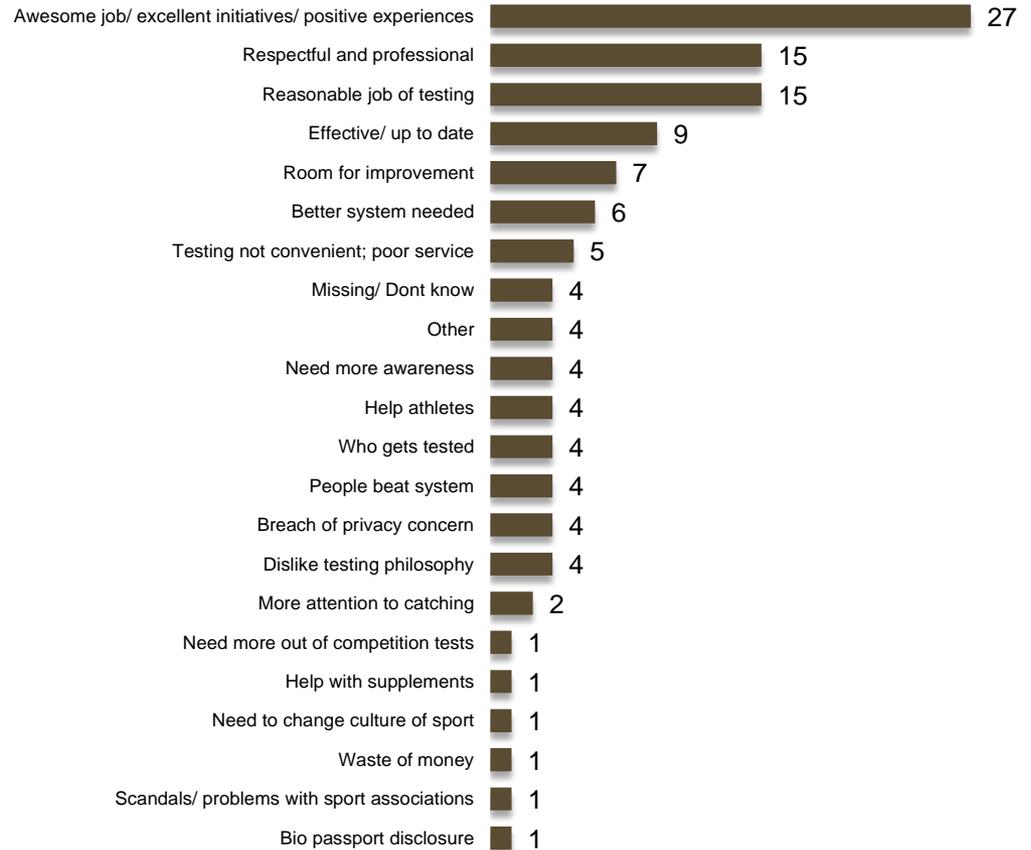
N: 85

Performance of CCES is positive

As we saw, athletes rate CCES positively overall.

Although the explanation for their rating reflects their initial rating (shown on next slide), the drug testing system is key to the ratings with the top four mentions being associated with testing.

Reason for Rating CCES (All Mentions)



Q: Why do you rate them this way?

N: 85

Reason for rating CCES this way shows importance of the relationship the Centre builds with athletes as its fulfills mandate

Advocates (those who scored the organization a 9 or 10), generally identify the positive record and specifically focus on being up-to-date and being respectful and professional

Detractors (those who gave a poor rating) tend to have negative attitudes about testing or the way CCES goes about it.

Detractors and Supporters (rate CCES good) tend to see improvement in key areas around who gets tested and the process for keeping CCES informed of their whereabouts.

	Detractors Poor 1-6 (n=15)	Supporters Good 7-8 (n=32)	Advocates Excellent 9-10 (n=38)
Awesome job/ excellent initiatives/ positive experiences		31	34
Reasonable job of testing	20	9	18
Respectful and professional		9	26
Effective/ up to date			21
Room for improvement		13	5
Better system needed	20	6	
Testing not convenient; poor service	13	3	3
Dislike testing philosophy	13	3	
Breach of privacy concern	20		
People beat system	13	3	
Who gets tested		9	
Help athletes			8
Need more awareness		9	
Other	7	3	3
Missing/ Don't know	0	9	0
More attention to catching		6	
Bio passport disclosure	7		
Scandals/ problems with sport associations	7		
Waste of money		3	
Need to change culture of sport		3	
Help with supplements		3	
Need more out of competition tests		3	

Q: Why do you rate them this way?
N: 85

Reason for Rating CCES this Way

Detractor (Rate CCES 1-6) Quotes

The selected quotes shown here from the 15 detractors highlight key themes evident in the overall results. Full text of the open end results are available for review.

- “When claims come up about someone that might be using drugs I don't think they looking into these claims the way they should like other nations do.”
- “I feel like I am always at their beckoning call. I know you have to test us. I just wish you would try a little harder to HELP us, rather than ruin our days and our training sessions. I have only ONCE been tested in my hour yet have been tested probably over 100 times.”
- “Surveillance and punitive action has not proven effective, is a waste of public funds, and gives Canadian athletes a competitive disadvantage over other athletes”
- “I think the system as a whole could use improvement. A mobile app for ADAMS. Better trained & more doping control officers.”
- “Laborious, painful reporting methods. ADAMS is not user friendly”

Q: Why do you rate them this way?

N: 85

Reason Detractors Rate CCES Poorly

Supporters (Rate CCES 7 or 8) Quotes

The selected quotes shown here from the 32 supporters highlight key themes evident in the overall results. Full text of the open end results are available for review.

- “I think they do an effective job at working to combat doping through testing but they need to work at changing the culture of sport. Athletes risk their health in competition with or without doping due to the pressures, demands, or rules of the game (ex: fighting/hitting in hockey). Health cannot be secondary to performance especially in amateur sport--that is unethical.”
- “Because I think they can spend more research on finding the new drugs and stopping athletes from using them.”
- “Although things generally work well there is room for improvement. Need to have vision and forethought in the planning process to stay ahead of those who are doping. There are potentially better ways to track the athletes whereabouts.”
- “My experience has always been fine with them. They are professional and I don't have issues. Whereabouts might be the most irritating form to fill out because its so impractical... my sport organization should be able to submit whereabouts of athletes as needed. But being accountable every day of the year is ridiculous.”
- “I feel they do a good job of testing athletes, however I do think the whereabouts program could be made easier to comply with (for instance tracking location via cell phone signals as an option instead of filling in whereabouts).”
- “Good but it would be better if they help to provide approved supplements.”
- “I have gotten educational materials from them and been tested by numerous officers over the course of my career... everyone`s been great!”

Q: Why do you rate them this way?

N: 85

Reason Supporters Rate CCES 7 or 8

Advocates (Rate CCES 9 or 10) Quotes

The selected quotes shown here from the 38 advocates highlight key themes evident in the overall results. Full text of the open end results are available for review.

- “I generally believe that Canadian athletes are not doping and that the CCES is honestly working for clean sport.”
- “I have never heard anything bad. The whereabouts program works well and being able to update ADAMS is easy. Whenever I have been tested, the officials are always professional.”
- “They make sure that when a Canadian appears on the television screen lining up for an Olympic final, there is no doubt that they are clean. Their performance is based on hard work and talent, not engineering.”
- “Nice people sticking to a program that is effective (I think). I've never thought about doping, but I could see it being very difficult with the current CCES system.”
- “I believe that Canada is doing more than any other country to promote drug-free sport. With WADA headquarters in Canada, we live up to the WADA standards and we are an example of fair play. We have more out-of-competition testing than other countries and fully support all WADA initiatives.”
- “My own experience, they are respectful and try to be sure sport is clean without being over the top as a challenging aspect to being an athlete.”

Q: Why do you rate them this way?

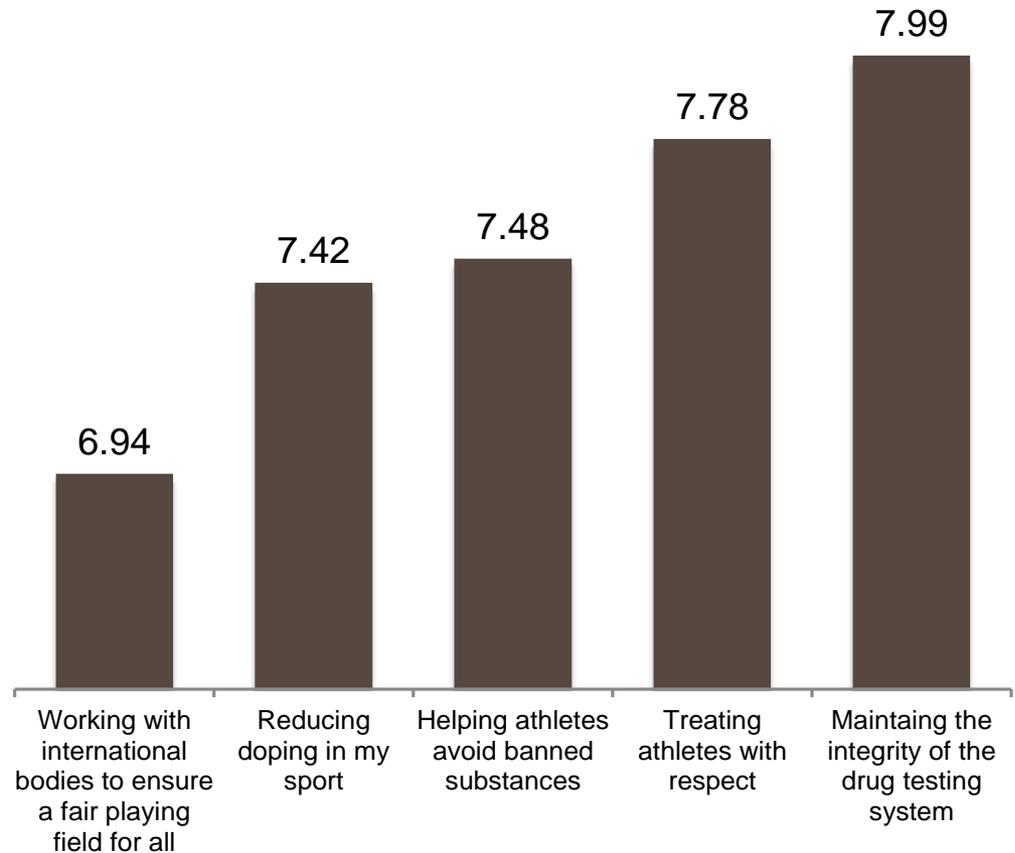
N: 85

Reason Advocates Rates CCES a 9 or 10

The CCES gets its highest ranking on *maintaining the integrity of the drug system* and almost as high for *treating athletes with respect*.

For treating with respect, the full distribution (next page) shows that the mean underestimates the division within the community. One in three (33%) give the highest rating but 18% provide a rating of 5 or less.

Mean Performance Rating (7-point)

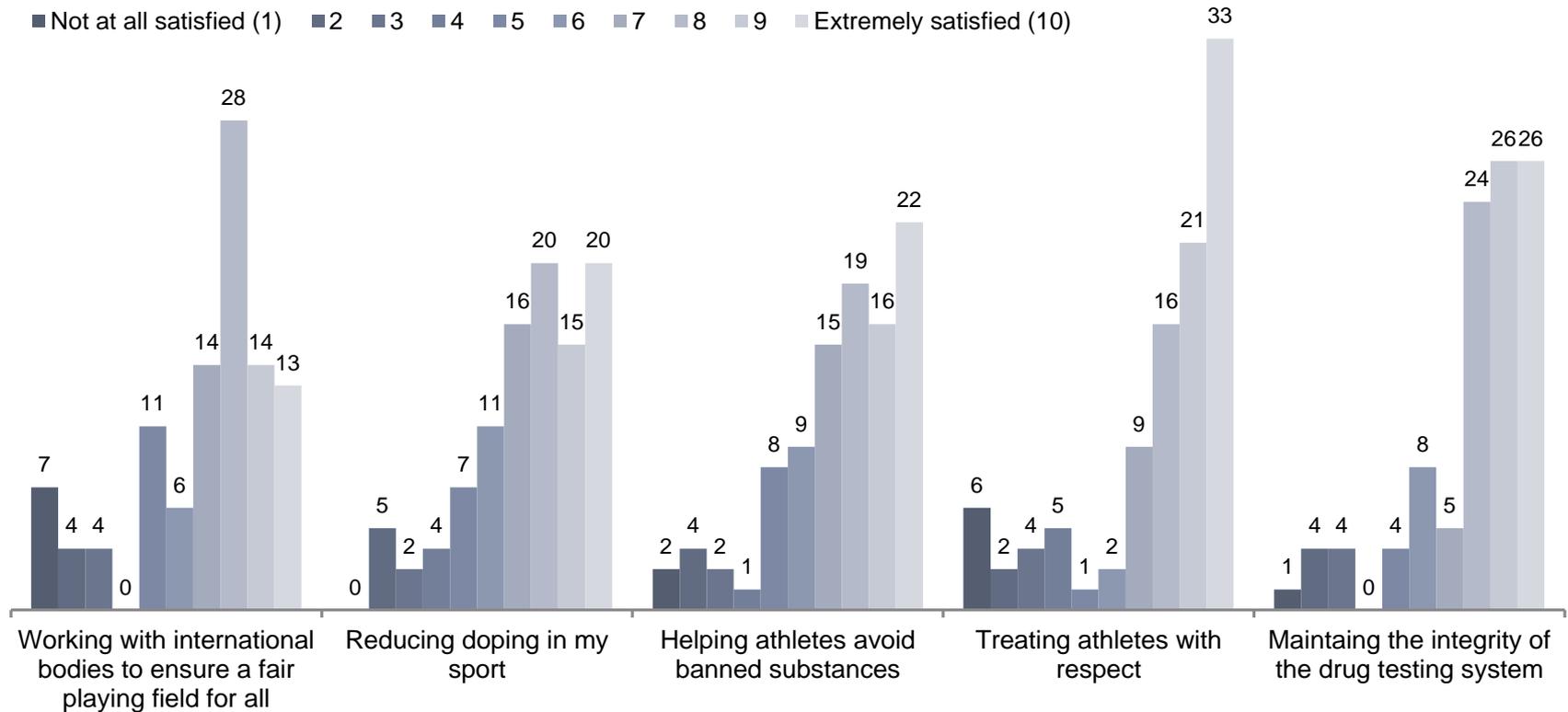


Q: How satisfied are you with the performance of the CCES in each of the following areas?

N: 85

Performance of CCES by Area

Evaluation of CCES by Activity



Q: How satisfied are you with the performance of the CCES in each of the following areas?

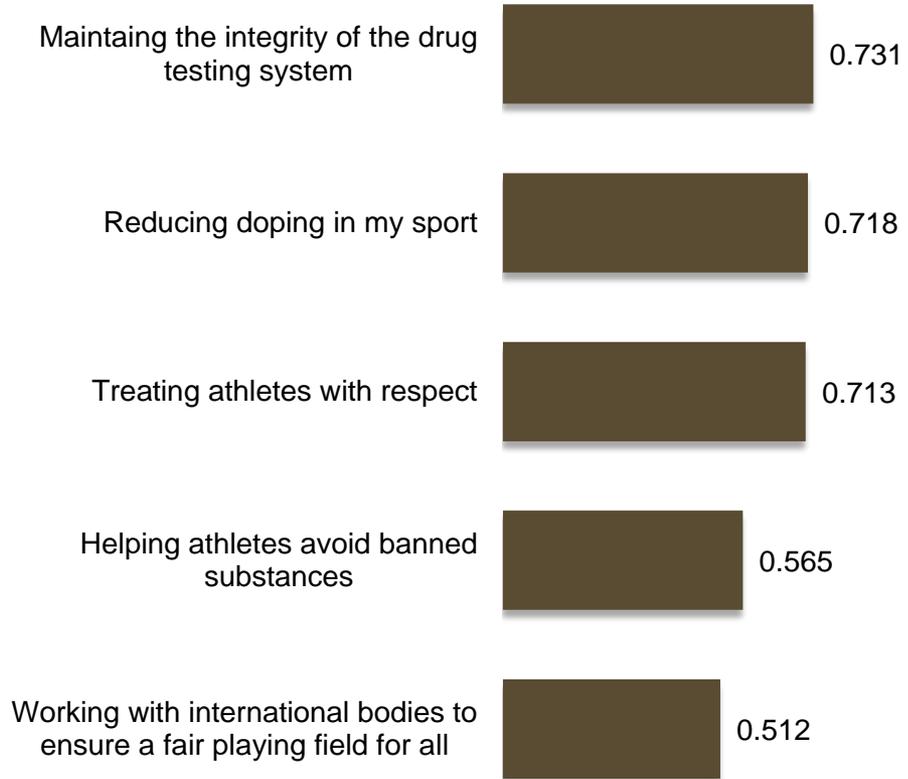
N: 85

Performance of CCES by Area

CCES undertakes a number of activities (5 were tested here) and the data suggests that performance is best on *maintaining integrity* and *treating athletes with respect*.

The evidence to the right is that the CCES rating is most closely tied to how athletes rate the organization on three of the five activities: *maintaining integrity*, *reducing doping* and *treating athletes with respect*.

Pearson Correlation with Overall CCES Rating



Pearson Correlation between satisfaction on individual item and overall evaluation of CCES. Values ranges from 0 (no relationship) to 1 (perfect relationship)
N: 85

Attitude Drivers of CCES Rating

Use Supplements



Q: Do you use supplement products?

N: 85

Use of Supplements



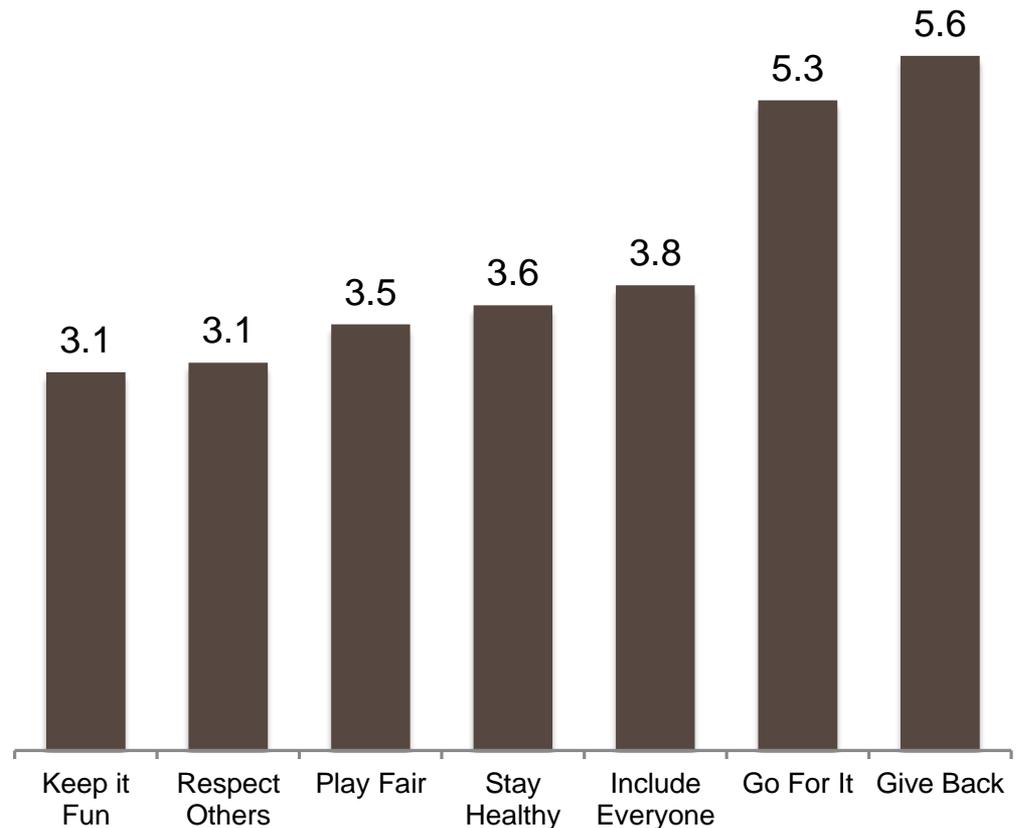
APPENDIX A

Additional General Public Slides

Since a first rank is scored a 1 out of 7, a low value here means that the principle is more important for Canadians.

Looking at the average rankings indicates that while *Keep it Fun* gets the most first rankings, it is tied with *Respect Others* in terms of overall ranking and only somewhat ahead of *Play Fair* and *Stay Healthy*.

Average ranking



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

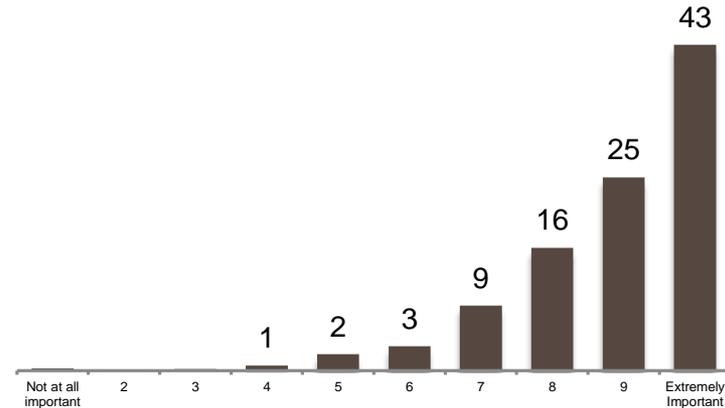
N: 2000

Keep it Fun and *Respect Others* have highest average rankings

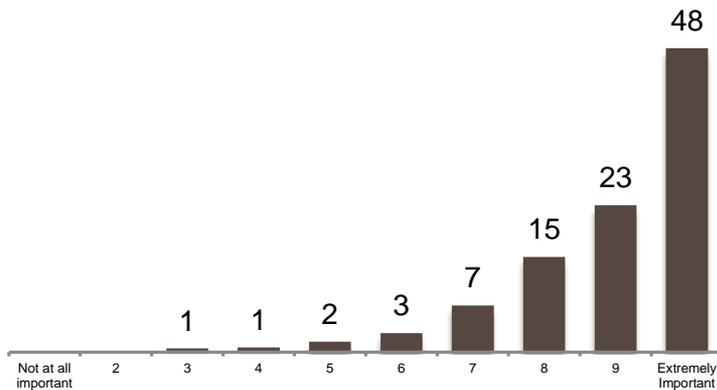
General Public Importance Ratings for 7 Principles

All of the principles are at least a little important for athletes but there is clear differentiation that is reflected in the higher averages for *Keep it Fun*, *Respect Others*, and *Play Fair*.

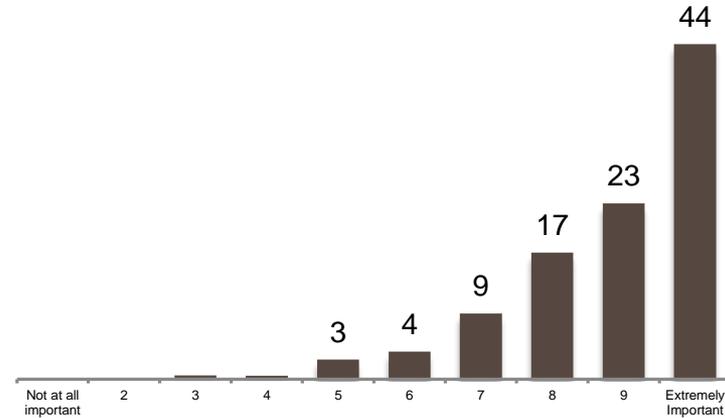
Importance > Keep it Fun



Importance > Respect Others



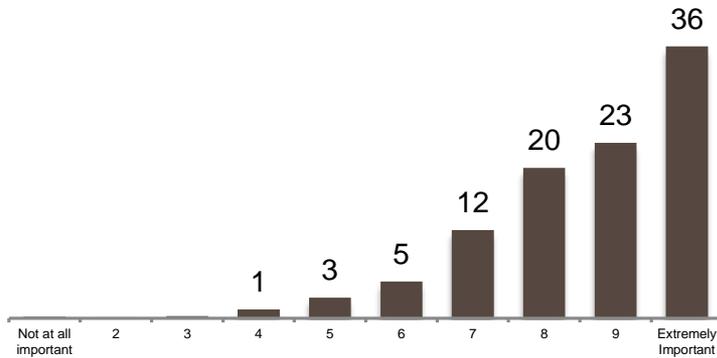
Importance > Play Fair



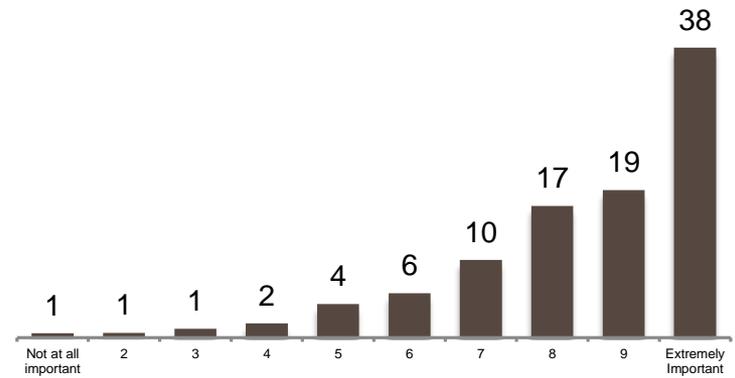
Q: For each of the seven principles of community sport. Please rate them on a scale of 1 to 10 where 1 is not at all important for a good sport experience and 10 is extremely important for a good sport experience.

N: 85

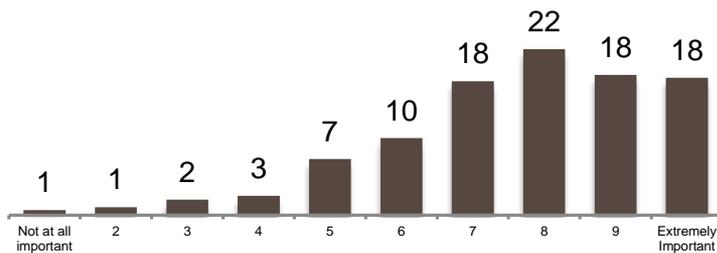
Importance> Stay Healthy



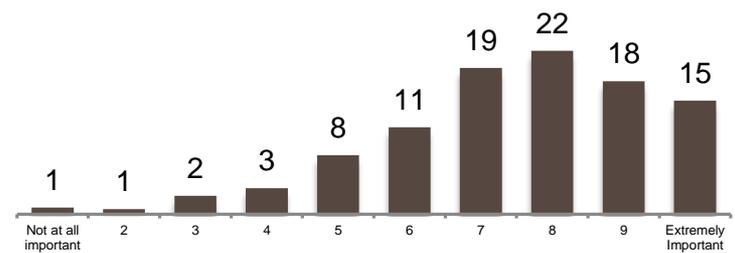
Importance> Include Everyone



Importance> Go for It



Importance> Give Back



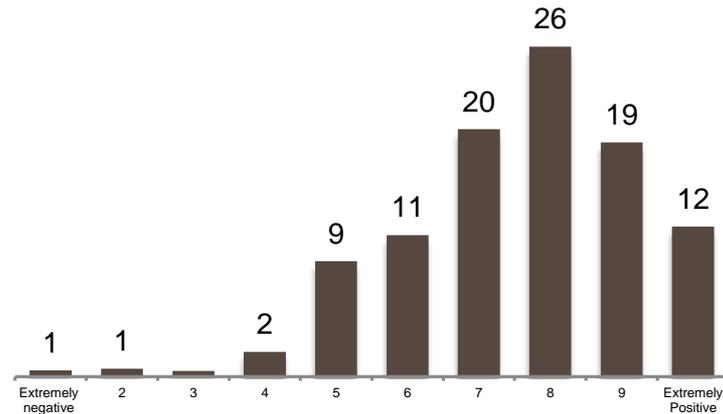
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N: 85

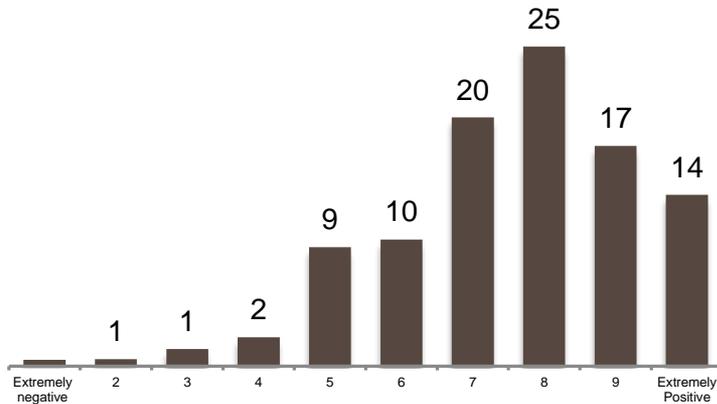
Performance Ratings for 7 Principles

The graphs provided here show how the performance ratings break down for each principle. Unlike in the case of importance, here we find some people who do not rate the community as doing a good job on the principle.

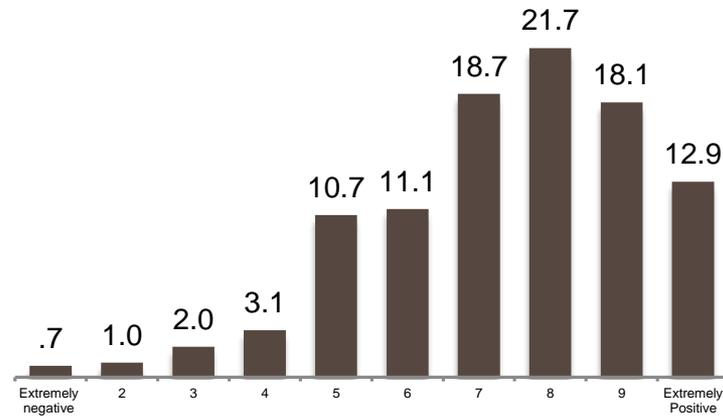
Performance> Play Fair



Performance> Keep it Fun



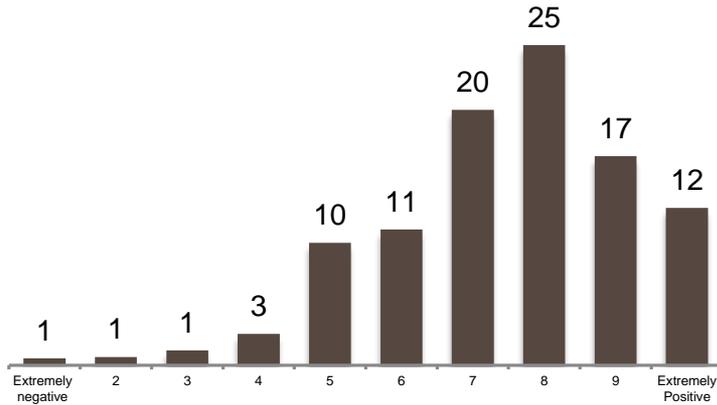
Importance> Include Everyone



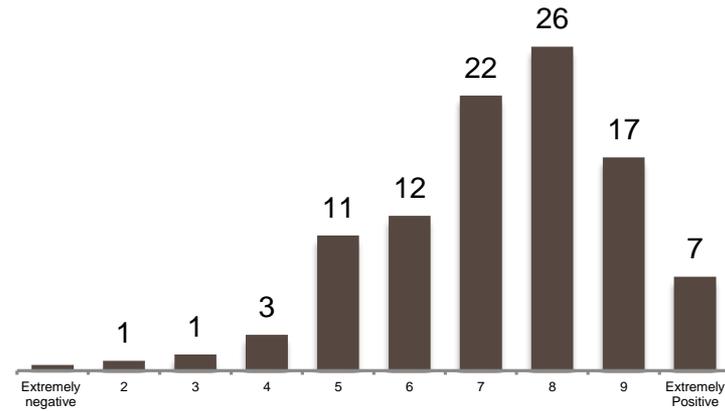
Q: How would you rate the **performance** of the community sport organizations in your community at “living up to” each of the seven principles of community sport? If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

N: 85

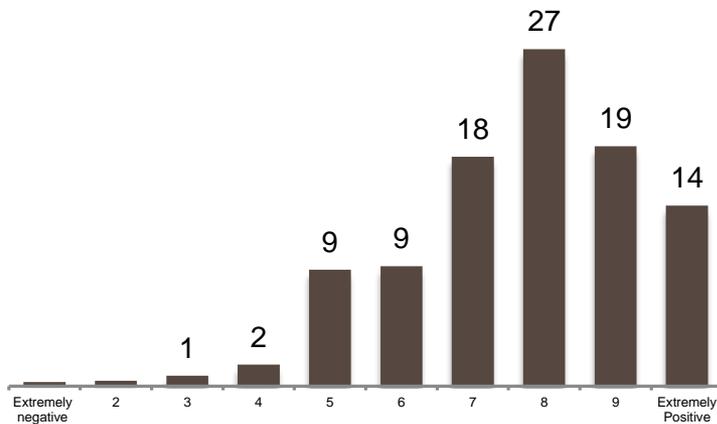
Performance > Respect Others



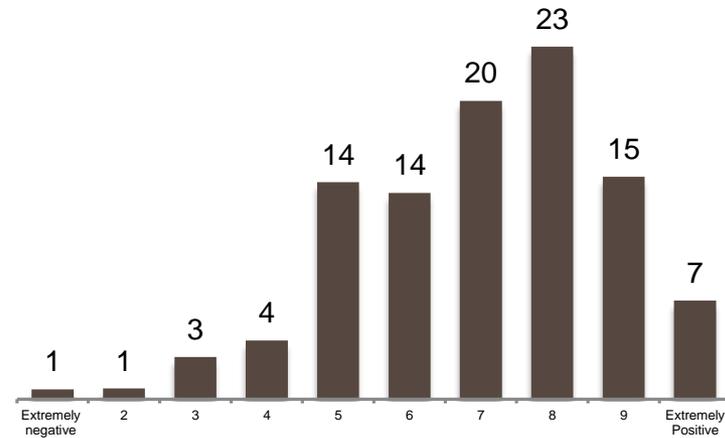
Performance > Go for It



Performance > Stay Healthy



Importance > Give Back



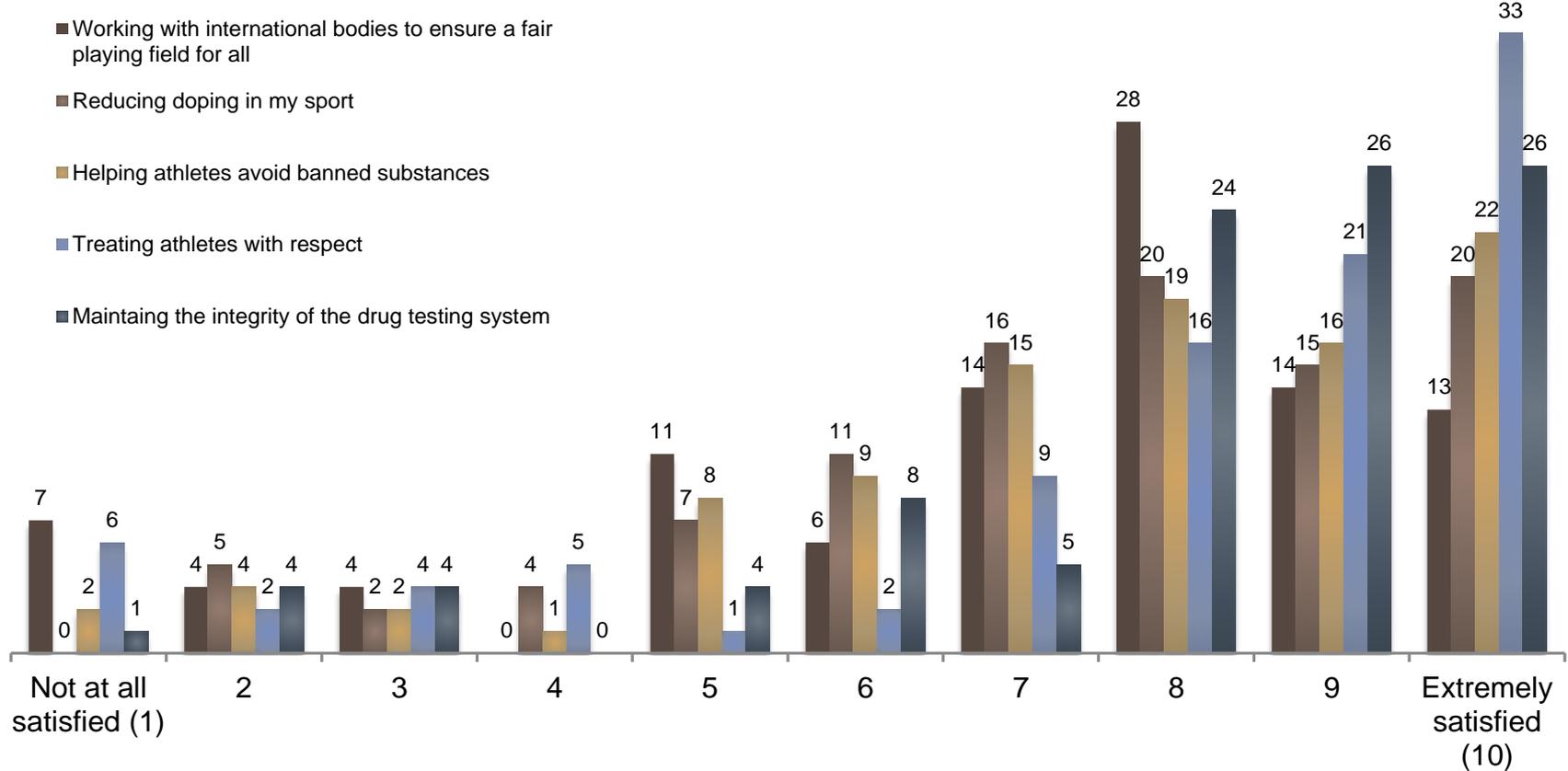
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N: 85



APPENDIX B

Additional Athlete Survey Slides



Q: How satisfied are you with the performance of the CCES in each of the following areas?

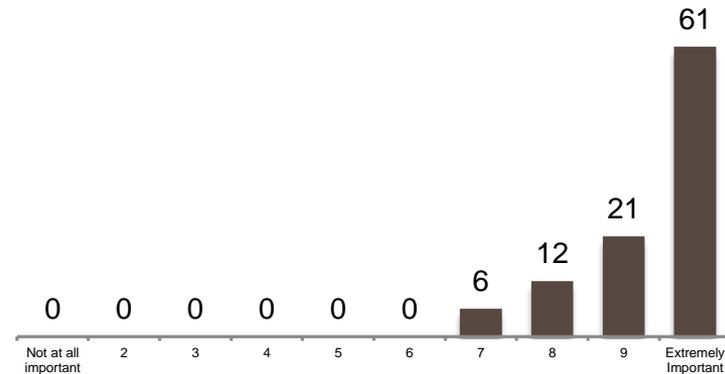
N: 85

Performance of CCES by Area

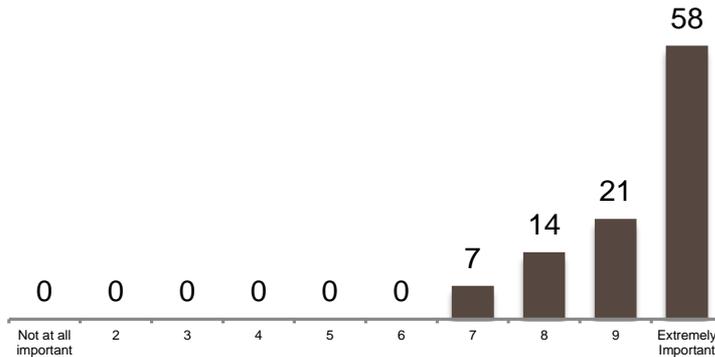
Importance Ratings for 7 Principles

All of the principles are at least a little important for athletes but there is clear differentiation that is reflected in the higher averages for *Keep it Fun*, *Respect Others*, and *Play Fair*.

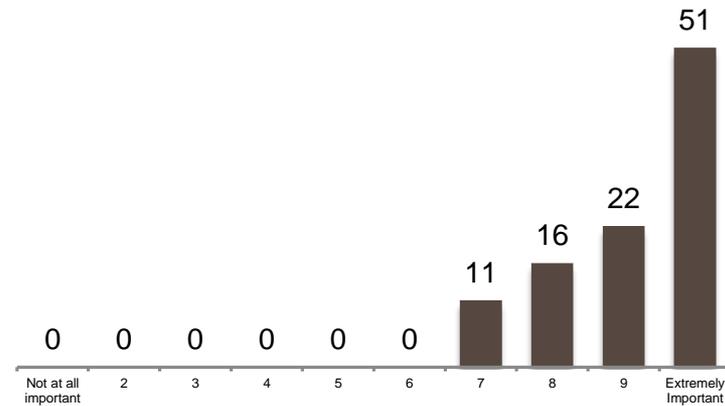
Importance > Keep it Fun



Importance > Respect Others



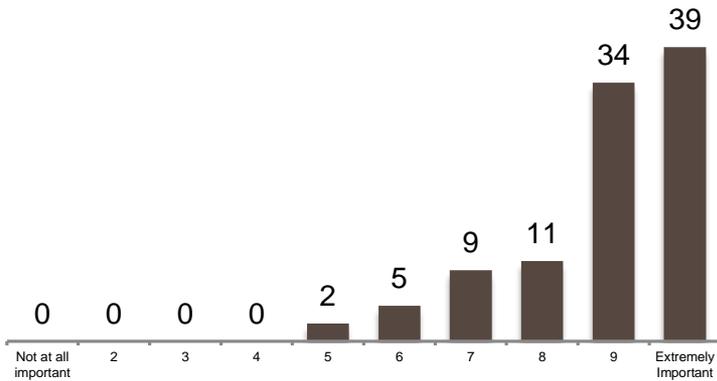
Importance > Play Fair



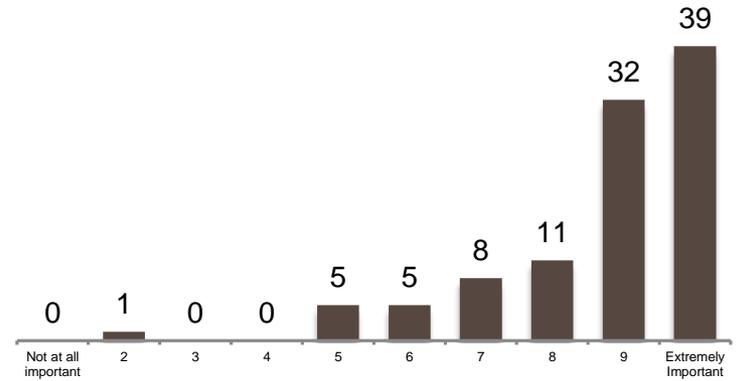
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N: 85

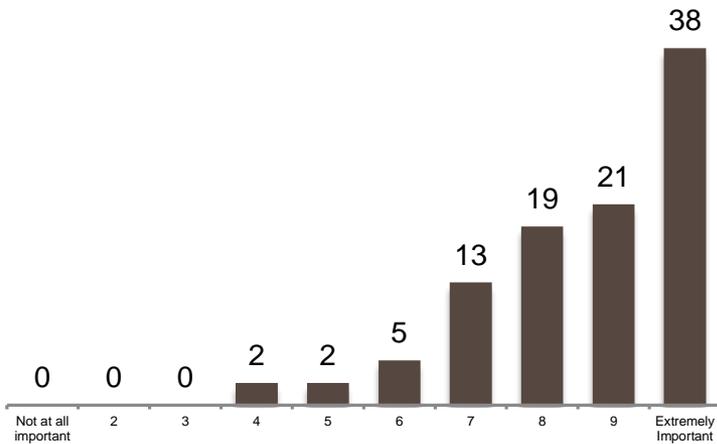
Importance> Stay Healthy



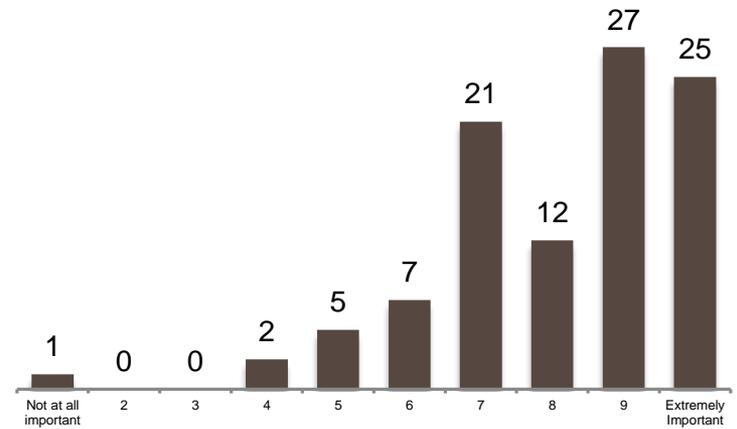
Importance> Include Everyone



Importance> Go for It



Importance> Give Back



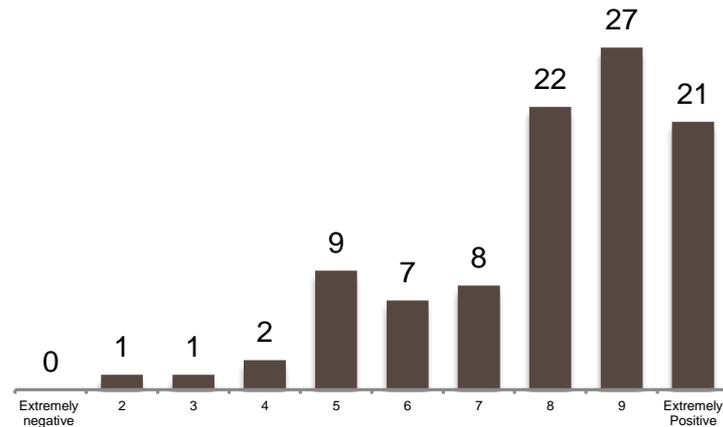
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N: 85

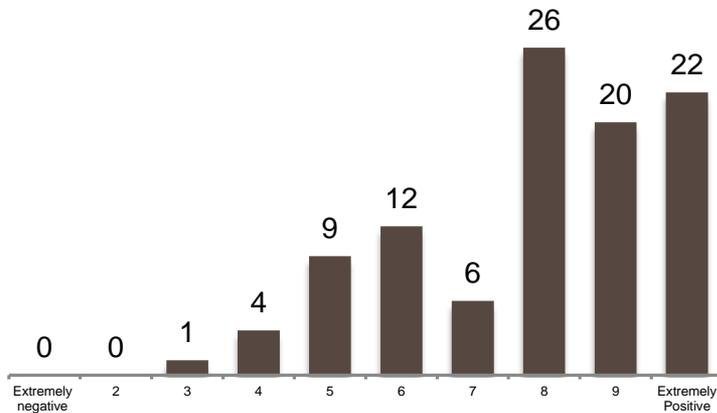
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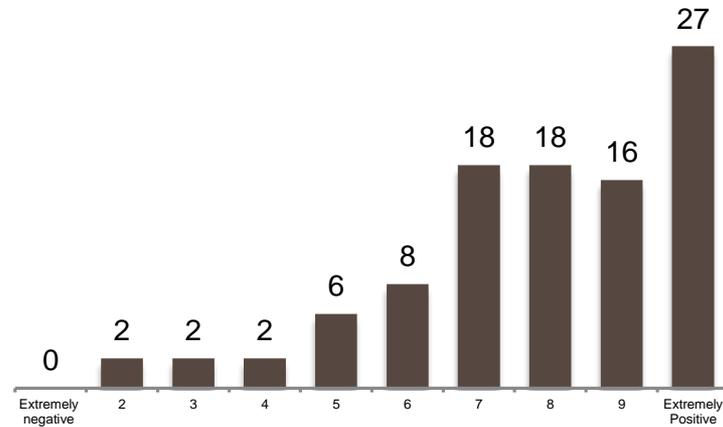
Performance > Play Fair



Performance > Keep it Fun



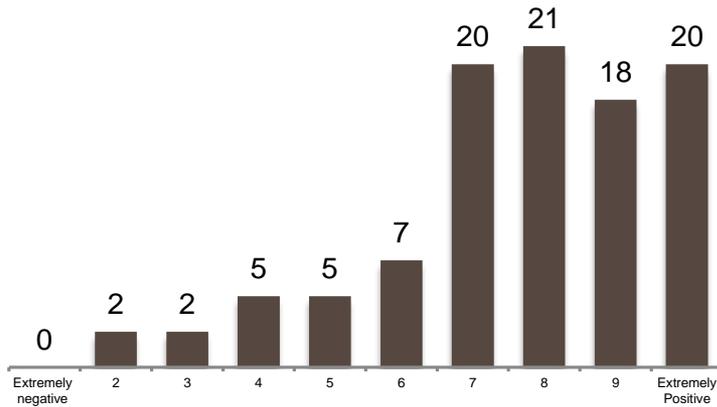
Importance > Include Everyone



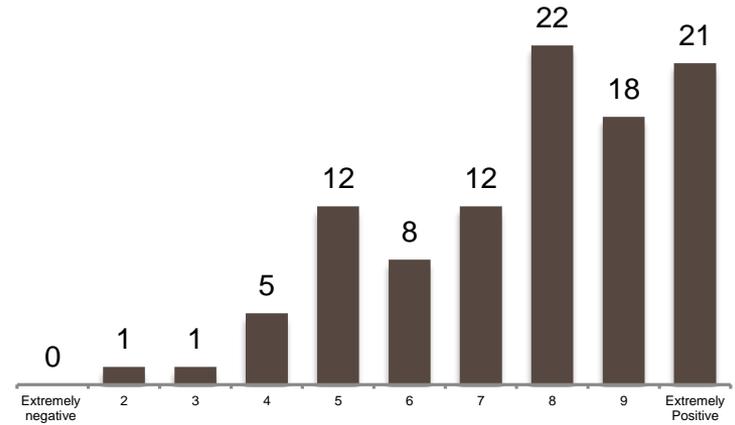
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N: 85

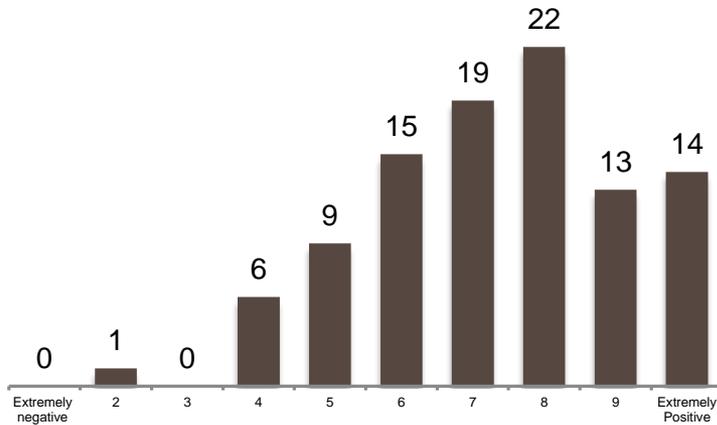
Performance > Respect Others



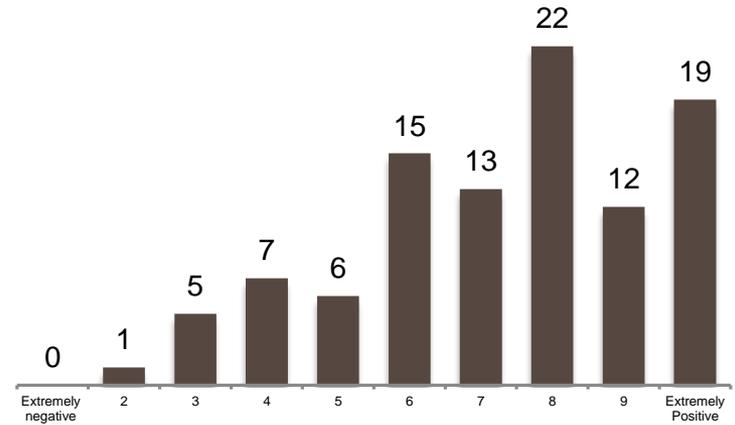
Performance > Go for It



Performance > Stay Healthy



Importance > Give Back



Q: How would you rate the **performance** of the community sport organizations in your community at “living up to” each of the seven principles of community sport? If you have no experience yourself, please rate based on your impression of how the sport lives up to the ideal.

N: 85



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