

‘Good Role Models’ or ‘Unwomanly’? Canadian views on gender, sport and the Women’s World Cup

Most embrace women in sports, but some activities they wouldn’t choose first for their daughters

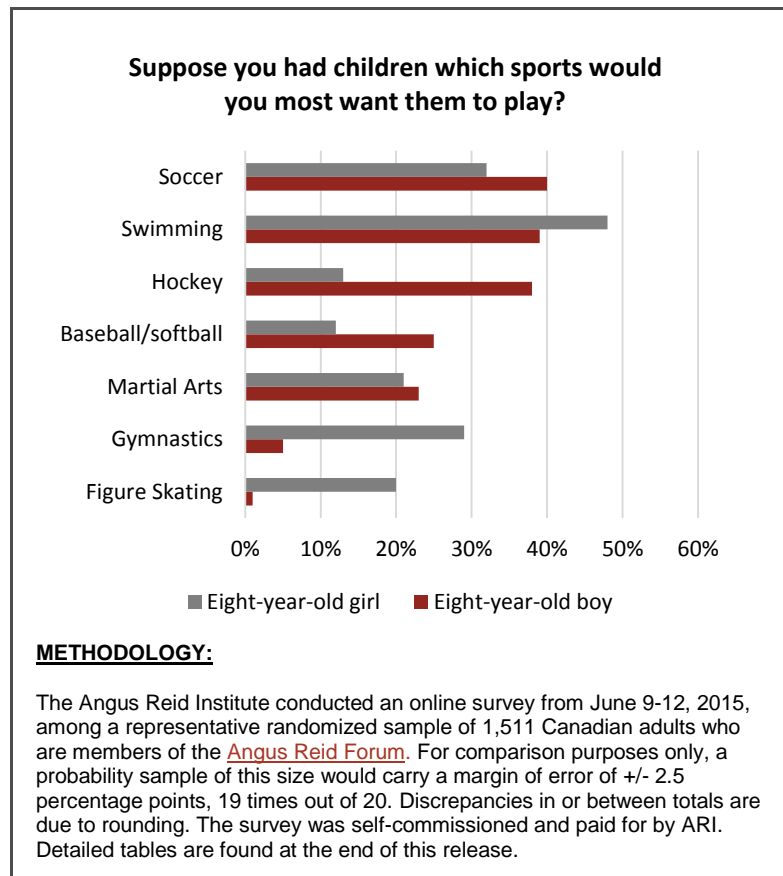
June 26, 2015 – As Team Canada gets ready to take on England in a quarter final match of the 2015 FIFA Women’s World Cup, a new public opinion poll shows a clear divide in Canadian opinion on what are perceived to be ‘girls sports’ and boys sports’.

And while most hold generally favourable views of women’s sports and of female athletes – among sports fans, many gender-related views exist.

The wide-ranging survey from the Angus Reid Institute canvassed Canadians’ attitudes on male and female athletes and sports, their interest in the Women’s World Cup, and the scandals plaguing FIFA, the tournament’s organizer.

Key Findings:

- Almost all agree that “women athletes are great role models for girls” (90% do so) and that “girls should be encouraged to play sports just as much as boys” (92%).
- Canadians agree that their media don’t pay enough attention to women’s sports (73%).
- However, one-in-three say that women’s sports are ‘less exciting’ than men’s (34%) and that some sports are just ‘unwomanly’ (33%). Young men and self-identified sports fans are especially likely to hold these views.
- Roughly one-third of Canadians (32%) say they are following the Women’s World Cup, including one-in-ten (10%) who are following “very closely”. Notably, more men are watching than women.



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Everyone agrees women's sports are valuable ...

When asked about women's sports in general, nearly all Canadians agree:

- "women athletes are great role models for girls" (90%)
- "girls should be encouraged to play sports just as much as boys" (92%)

Further, most Canadians say they'd like to see more and better coverage of women's sports in the media, with 73 per cent of the opinion that not enough attention is paid to women's sports. Both men and women hold strong majorities views on this point (68% and 76% respectively).

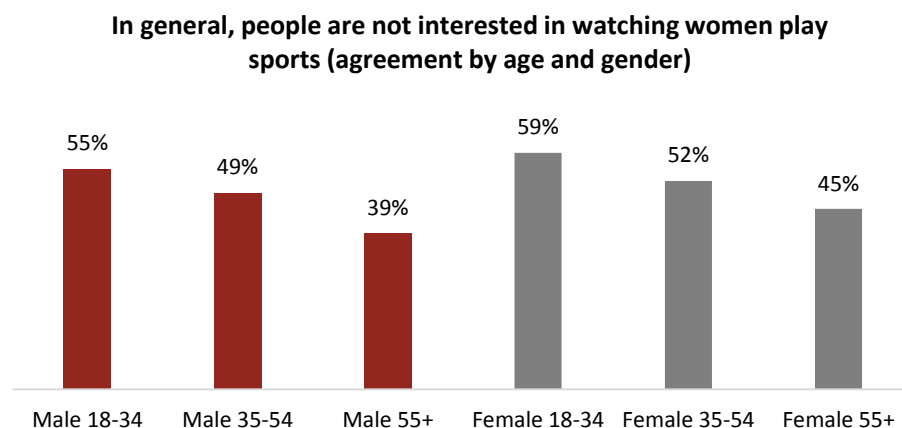
... but that doesn't mean they want to watch ...

That said, while most Canadians seem to view women's sports favourably, they're not as convinced that everyone else does.

Nearly half (49%) say "in general, people are not interested in watching women play sports." This includes:

- 57 per cent of younger respondents (those aged 18 to 34)
- Half (50%) of those between the ages of 35 and 54
- Older Canadians are less likely to agree: 42 per cent of those over 55 do so

The chart below illustrates how gender doesn't significantly affect opinions on this question – if anything, women are slightly more inclined to take a jaded view of interest in watching women's sports:



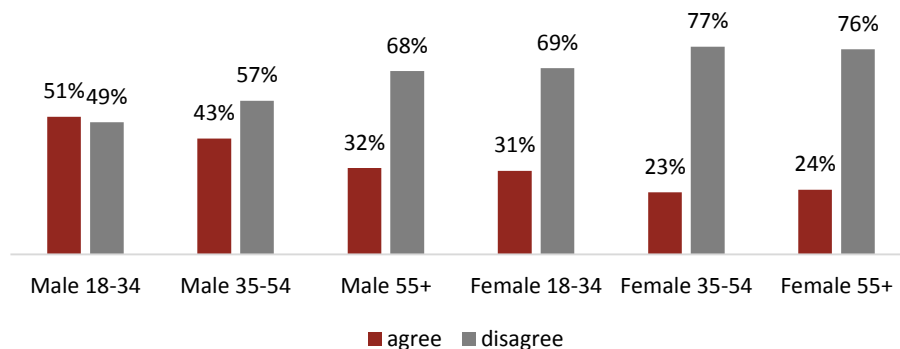
...because women's sports are more boring?

On this Canadians largely *disagree*. Two-thirds (66%) are not on side with the statement, “in general, women’s sports are less exciting than men’s.” That said, a significant minority of respondents (34%) agree with this sentiment.

Men are more likely than women to think this way (42% versus 26%). Younger people are also more likely to agree (41% of the 18-34, versus 34% of the 35-54 and 28% of the 55+).

Among young men, a slight majority (51%) agrees that women’s sporting events are less exciting. Nearly half of self-identified “avid sports fans” (48%) also agree.

In general, women's sports are less exciting than men's



These findings are perhaps unsurprising, given that the most rabid sports fans tend to be younger and male (see detailed tables at the end of this report).

Men and avid sports fans – and especially those who fit in both categories – are also more likely to agree with another statement about women in sports: that some sports are just ‘unwomanly.’ Among those who express this view:

- One-third (33%) of Canadians overall
- Nearly half (47%) of Quebecers – though the French version of the question translates more closely to “unfeminine” than “unwomanly”
- Two-in-five men (40%)
- 43 per cent of men *aged 18 to 34*
- 47 per cent men who identify as avid sports fans also agree

But they aren’t the only ones: women who say they are “not at all interested” in sports are also more likely to agree that some sports are just “unwomanly.” More than two-in-five (41%) do so, compared to 27 per cent of women overall.

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What does this say about interest in the Women's World Cup?

While organizers of the 2015 FIFA Women's World Cup expect the tournament [to break attendance records](#), for roughly two-thirds of the host country's population, the tournament hasn't made much of an impression.

One-in-ten Canadians (10%) say they are following the Women's World Cup "very closely." Another one-in-five (21%) are at least following Team Canada or planning on watching the final.

Added together, this 32 per cent (due to rounding) who are "following" the tournament includes more men than women and, predictably, more sports fans than non-sports fans.

While three-in-ten is by no means a majority, it is a sizeable chunk of the Canadian population (more than 11 million people if one extrapolates based on current population estimates).

For comparison, when asked a slightly different question in [a November Angus Reid Institute survey](#):

- 40 per cent of Canadians said they closely follow the National Hockey League, the highest total for any league
- Roughly one-fifth of Canadians said they closely follow the Canadian Football League (21%)
- Major League Baseball (18%)
- The National Football League (17%)
- And just 7 per cent said they follow Major League Soccer

In this context, it's not surprising that 68 per cent of Canadians are either not following the Women's World Cup at all (40%) or just scanning the tournament headlines (28%).

Those who are following would pay more to see the men play

The Angus Reid Institute also asked Canadians how much they would pay for tickets to see the Women's World Cup final, and how much they would pay if it were the men.

Most are skeptical of FIFA

Just two weeks before the Women's World Cup began, several top FIFA officials [were arrested at a hotel in Switzerland](#) in connection with two separate corruption investigations – one Swiss and one American. The scandal led FIFA president Sepp Blatter to announce his resignation, just four days after being reelected to a fifth term.

One-in-five Canadians (19%) say these developments make them optimistic about changes at FIFA, while 44 per cent say they're skeptical. More than a third (37%) say they either don't know or care enough to have an opinion.

Among those who are following the Women's World Cup, fewer respondents are uncertain (16% are), and greater numbers are optimistic (33%). A majority (51%), however, are skeptical that the FIFA scandal will lead to any real change at the organization.

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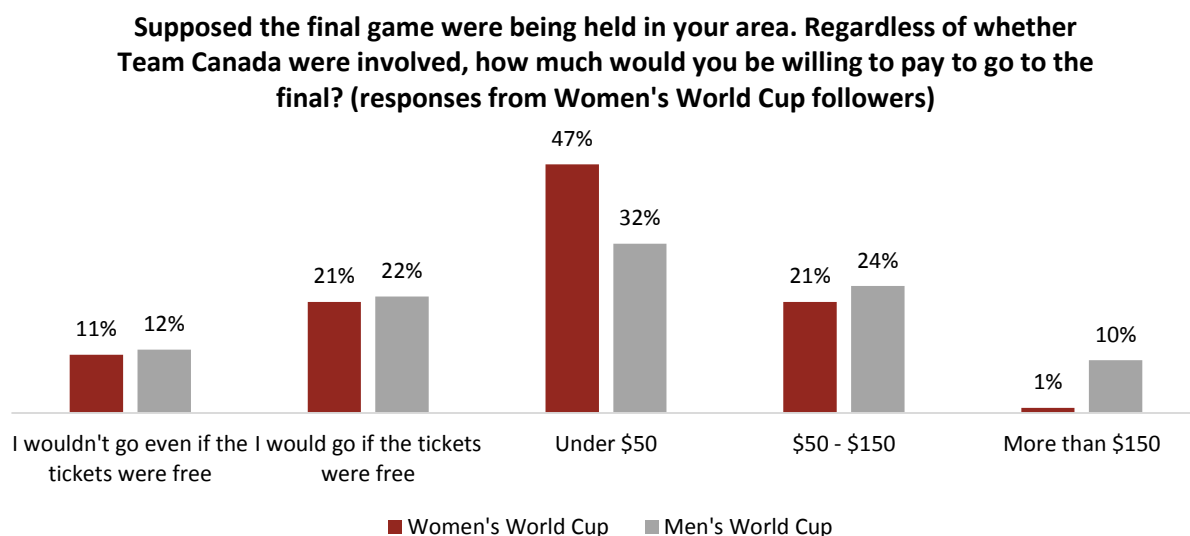
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Among all respondents, the answers are strikingly similar for both the men's and women's tournaments:

- 41 per cent wouldn't go to the Women's World Cup final even if the tickets were free.
- 40 say the same for the men's World Cup final.
- Most of those who *would* pay say they'd pay \$50 or less for each match.

There is a significant difference, however, at the high end of the scale, especially among soccer fans.

A third (34%) of those who say they're following the Women's World Cup would pay \$50 or more to see the men's World Cup final, compared to a fifth (22%) of this group who would pay more than \$50 to see the women:



Which sports would Canadians like their children to play?

When it comes to the growth and success of all-women professional and amateur leagues, many argue the name of the game is generational change, and the grooming of girls who will carry their fandom into adulthood. Whether this hypothesis comes to pass may well depend on the attitudes of their parents.

On this, the Angus Reid Institute survey provides remarkable data that could boost the boosters of women's soccer in this country. Canadians were asked to look at a list of popular sports (or to write in their own) and choose the three they would most want their children to play.

The survey asked respondents to suppose they were choosing for four different children: an eight-year-old boy, an eight-year-old girl, a 16-year-old boy, and a 16-year-old girl.

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There are some notable similarities and differences across the top five choices for each hypothetical child:

- **For eight-year-old boys, Canadians choose:**
 - Soccer (40%)
 - Swimming (39%)
 - Hockey (38%)
 - Baseball/softball (25%)
 - Martial arts (23%)
- **For eight-year-old girls:**
 - Swimming (48%)
 - Soccer (32%)
 - Gymnastics (29%)
 - Martial arts (21%)
 - Figure skating (20%)
- **For 16-year-old boys, Canadians choose:**
 - Hockey (38%)
 - Soccer (31%)
 - Swimming (26%)
 - Baseball/softball (22%)
 - Martial arts (22%)
- **And for 16-year-old girls:**
 - Swimming (42%)
 - Soccer (28%)
 - Martial arts (23%)
 - Gymnastics/Tennis/Volleyball (20% each)

In general, regardless of the age or gender of the children asked about, self-identified “avid sports fans” are more likely to choose team sports like soccer, hockey, and baseball, while non-fans tend to prefer individual sports like swimming and martial arts.

‘Girl sports’ and ‘Boy Sports’?

Looking at this data a different way, sports might be classified as either “boy sports,” “girl sports,” or “sports for both genders.” Based on respondents’ answers, the sports that fall into these categories are:

- **Boy sports:** Hockey, baseball/softball, basketball, and football
- **Girl Sports:** Gymnastics, figure skating, tennis, and volleyball

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- **Sports for both genders:** Swimming, soccer, martial arts, athletics (track and field), and golf (see detailed tables at the end of this release)

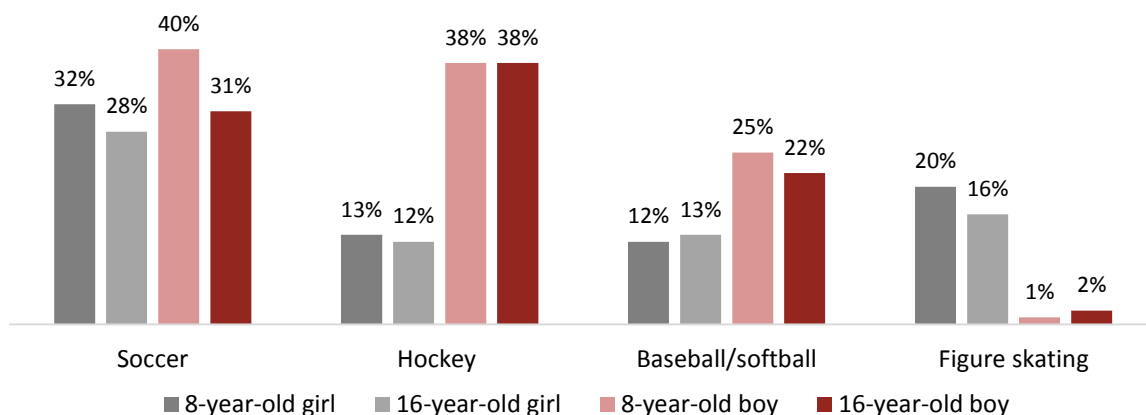
Soccer is for everyone, but hockey is still a “man’s game”

For children of each gender and age group, soccer is the first or second most commonly chosen sport, a predictable result given that it’s [the most popular youth team sport](#) in the country by participation rates.

Less predictable is the disparity in Canadians’ wishes for their children’s participation in other sports, especially the national game: hockey.

Overall, nearly three times as many respondents say they would want an eight-year-old son to play hockey (38% do so) as say they would want an eight-year-old daughter to do so (13%). This disparity grows to more than three-to-one when Canadians are asked about 16-year-old children (38% choose hockey for boys, compared to 12% for girls).

Suppose you had each of the following children, which of the following sports would you most want them to play?



Canadians’ desire to see their children play baseball or softball follows a similar pattern to hockey, with roughly twice as many respondents choosing baseball/softball for boys as for girls – regardless of age.

The opposite effect can be seen with figure skating, which is a fairly popular choice for girls, but barely registers with boys.

Though gender clearly has an effect on which sports Canadians would like their children to play, it’s not a particularly noticeable factor when they’re asked what sports they *wouldn’t* want their children to play.

Football, rugby, and hockey topped the list for both male and female children, with similar percentages of respondents saying they would discourage their children from playing each.

On this question, the same percentage for both boy and girl children (49%) say they wouldn’t discourage their children from playing any sport on the list.

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Conclusion

The level of interest in the Women's World Cup and the broad agreement on the value of women in sports generally should be seen as signs of progress toward gender equity in Canadian sports culture.

However, given the large numbers who find women's sports less exciting – and certain sports unsuitable for women, generally – it would be premature to say equality has been achieved.

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research organization established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

How closely do you plan to follow the Women's World Cup?								
(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
Very closely - I will watch some games and follow the tournament	10%	11%	14%	5%	12%	12%	6%	13%
I will follow along - maybe watch team Canada or the final	21%	21%	20%	20%	23%	25%	17%	18%
Not really follow - maybe just catch highlights or scan headlines	28%	34%	24%	35%	32%	27%	26%	27%
Not follow at all	40%	34%	42%	40%	33%	36%	51%	42%

How closely do you plan to follow the Women's World Cup?						
(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Very closely - I will watch some games and follow the tournament	10%	13%	8%	12%	10%	10%
I will follow along - maybe watch team Canada or the final	21%	26%	17%	18%	23%	22%
Not really follow - maybe just catch highlights or scan headlines	28%	25%	30%	26%	27%	29%
Not follow at all	40%	35%	45%	44%	40%	39%

How closely do you plan to follow the Women's World Cup?					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
Very closely - I will watch some games and follow the tournament	10%	1%	3%	10%	36%
I will follow along - maybe watch team Canada or the final	21%	2%	14%	31%	32%
Not really follow - maybe just catch highlights or scan headlines	28%	13%	36%	30%	15%
Not follow at all	40%	84%	47%	29%	17%

Suppose the final game were being held in your area. Regardless of whether Team Canada were involved, how much would you pay for tickets to go see the Women's World Cup final game?						
(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
I wouldn't go even if the tickets were free	41%	37%	45%	30%	36%	55%
I would go if the tickets were free	27%	25%	28%	32%	30%	19%
Under \$50	23%	26%	19%	24%	26%	18%
\$50 - \$150	9%	11%	7%	13%	7%	8%
\$151 - \$250	1%	1%	0%	1%	1%	0%
\$500+	0%	0%	0%	0%	0%	0%

Suppose the final game were being held in your area. Regardless of whether Team Canada were involved, how much would you pay for tickets to go see the Women's World Cup final game?

(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
I wouldn't go even if the tickets were free	41%	78%	43%	34%	19%
I would go if the tickets were free	27%	17%	36%	25%	20%
Under \$50	23%	3%	16%	28%	40%
\$50 - \$150	9%	1%	5%	11%	18%
\$151 - \$250	1%	1%	0%	0%	2%
\$500+	0%	0%	0%	0%	1%

Suppose the final game were being held in your area. Regardless of whether Team Canada were involved, how much would you pay for tickets to go see the Women's World Cup final game?

(weighted sample sizes)	Total (1511)	Following the Women's World Cup (482)	Not following the Women's World Cup (1029)
I wouldn't go even if the tickets were free	41%	11%	55%
I would go if the tickets were free	27%	21%	30%
Under \$50	23%	47%	11%
\$50 - \$150	9%	21%	3%
\$151 - \$250	1%	1%	0%
\$500+	0%	0%	0%

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And what if this were the Men's World Cup, and the final game were being held in your area? Regardless of whether Team Canada were involved, how much would you pay for tickets to go see the Men's World Cup final game?

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
I wouldn't go even if the tickets were free	40%	34%	45%	27%	34%	56%
I would go if the tickets were free	26%	24%	29%	31%	28%	21%
Under \$50	18%	21%	15%	19%	21%	13%
\$50 - \$150	12%	14%	10%	17%	12%	7%
\$151 - \$250	3%	4%	2%	4%	3%	2%
\$251 - \$500	1%	2%	0%	1%	1%	0%
\$500+	1%	1%	0%	1%	1%	0%

And what if this were the Men's World Cup, and the final game were being held in your area? Regardless of whether Team Canada were involved, how much would you pay for tickets to go see the Men's World Cup final game?

(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
I wouldn't go even if the tickets were free	40%	74%	43%	34%	16%
I would go if the tickets were free	26%	19%	33%	26%	20%
Under \$50	18%	4%	15%	21%	27%
\$50 - \$150	12%	2%	7%	15%	23%
\$151 - \$250	3%	1%	1%	3%	8%
\$251 - \$500	1%	0%	0%	0%	5%
\$500+	1%	0%	0%	1%	2%

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And what if this were the Men's World Cup, and the final game were being held in your area? Regardless of whether Team Canada were involved, how much would you pay for tickets to go see the Men's World Cup final game?

(weighted sample sizes)	Total (1511)	Following the Women's World Cup (482)	Not following the Women's World Cup (1029)
I wouldn't go even if the tickets were free	40%	12%	53%
I would go if the tickets were free	26%	22%	28%
Under \$50	18%	32%	11%
\$50 - \$150	12%	24%	6%
\$151 - \$250	3%	6%	1%
\$251 - \$500	1%	3%	0%
\$500+	1%	1%	0%

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Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree. [Summary of Agree]								
(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
In general, women's sports are less exciting than men's	34%	35%	30%	36%	43%	35%	31%	36%
The media does not pay enough attention to women's sports	73%	74%	73%	69%	68%	78%	67%	67%
In general, people are not interested in watching women play sports	49%	48%	47%	42%	46%	51%	49%	50%
Most women aren't interested in playing or watching sports	37%	39%	34%	28%	25%	34%	45%	34%
Women athletes are great role models for girls	90%	91%	90%	88%	89%	91%	87%	89%
Some sports are just "unwomanly"	33%	27%	32%	37%	35%	28%	47%	25%
Girls should be encouraged to play sports just as much as boys	92%	93%	95%	94%	92%	94%	90%	86%
Our sports culture uses too much "sex appeal" to sell sports -- both men's and women's	73%	75%	74%	74%	69%	75%	72%	64%
Women are finally being properly recognized as elite athletes in their own right	81%	87%	79%	84%	83%	83%	74%	88%

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Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree. [Summary of Agree]

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
In general, women's sports are less exciting than men's	34%	42%	26%	41%	34%	28%
The media does not pay enough attention to women's sports	73%	68%	76%	73%	74%	71%
In general, people are not interested in watching women play sports	49%	48%	51%	57%	50%	42%
Most women aren't interested in playing or watching sports	37%	40%	34%	36%	34%	40%
Women athletes are great role models for girls	90%	86%	93%	87%	91%	91%
Some sports are just "unwomanly"	33%	40%	27%	36%	32%	32%
Girls should be encouraged to play sports just as much as boys	92%	90%	94%	91%	94%	92%
Our sports culture uses too much "sex appeal" to sell sports -- both men's and women's	73%	67%	78%	72%	71%	76%
Women are finally being properly recognized as elite athletes in their own right	81%	79%	83%	79%	81%	83%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree. [Summary of Agree]							
(weighted sample sizes)	Total (1511)	Male			Female		
		18-34 (216)	35-54 (299)	55+ (223)	18-34 (216)	35-54 (267)	55+ (290)
In general, women's sports are less exciting than men's	34%	51%	43%	32%	31%	23%	24%
The media does not pay enough attention to women's sports	73%	69%	68%	68%	77%	80%	73%
In general, people are not interested in watching women play sports	49%	55%	49%	39%	59%	52%	45%
Most women aren't interested in playing or watching sports	37%	40%	38%	42%	33%	29%	38%
Women athletes are great role models for girls	90%	80%	88%	88%	94%	94%	93%
Some sports are just "unwomanly"	33%	43%	40%	36%	29%	23%	29%
Girls should be encouraged to play sports just as much as boys	92%	87%	91%	91%	94%	96%	92%
Our sports culture uses too much "sex appeal" to sell sports -- both men's and women's	73%	66%	63%	74%	79%	79%	77%
Women are finally being properly recognized as elite athletes in their own right	81%	74%	80%	81%	84%	82%	84%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree.
Women athletes are great role models for girls

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Strongly agree	57%	51%	62%	49%	60%	60%
Moderately agree	33%	35%	32%	38%	31%	31%
Moderately disagree	7%	10%	4%	9%	7%	5%
Strongly disagree	3%	4%	2%	4%	3%	4%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree.
Girls should be encouraged to play sports just as much as boys

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Strongly agree	71%	66%	76%	69%	71%	74%
Moderately agree	21%	24%	18%	22%	23%	18%
Moderately disagree	4%	5%	3%	6%	4%	3%
Strongly disagree	3%	4%	3%	3%	3%	5%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree.
The media does not pay enough attention to women's sports

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Strongly agree	25%	21%	30%	28%	25%	24%
Moderately agree	47%	48%	46%	45%	49%	47%
Moderately disagree	22%	25%	19%	23%	21%	21%
Strongly disagree	6%	7%	5%	4%	5%	8%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree.
In general, people are not interested in watching women play sports

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Strongly agree	6%	6%	6%	8%	6%	4%
Moderately agree	43%	42%	45%	49%	44%	38%
Moderately disagree	35%	38%	32%	30%	37%	37%
Strongly disagree	16%	15%	17%	13%	13%	21%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree. <i>In general, people are not interested in watching women play sports</i>							
(weighted sample sizes)	Total (1511)	Male			Female		
		18-34 (216)	35-54 (299)	55+ (223)	18-34 (216)	35-54 (267)	55+ (290)
Strongly agree	6%	7%	6%	5%	9%	7%	3%
Moderately agree	43%	48%	43%	34%	49%	45%	42%
Moderately disagree	35%	32%	41%	39%	28%	33%	35%
Strongly disagree	16%	13%	11%	22%	13%	15%	20%

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		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Strongly agree	6%	8%	5%	9%	5%	6%
Moderately agree	27%	34%	21%	32%	28%	22%
Moderately disagree	37%	35%	40%	33%	40%	38%
Strongly disagree	29%	23%	35%	26%	26%	35%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree. <i>In general, women's sports are less exciting than men's</i>							
(weighted sample sizes)	Total (1511)	Male			Female		
		18-34 (216)	35-54 (299)	55+ (223)	18-34 (216)	35-54 (267)	55+ (290)
Strongly agree	6%	11%	7%	7%	6%	3%	5%
Moderately agree	27%	40%	36%	25%	25%	20%	19%
Moderately disagree	37%	32%	35%	39%	35%	46%	37%
Strongly disagree	29%	17%	22%	29%	34%	31%	39%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree. <i>Some sports are just "unwomanly"</i>								
(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
Strongly agree	10%	9%	12%	11%	7%	8%	14%	3%
Moderately agree	24%	18%	20%	26%	29%	20%	33%	22%
Moderately disagree	32%	36%	24%	26%	27%	32%	34%	37%
Strongly disagree	35%	36%	43%	37%	37%	41%	19%	38%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree.
Some sports are just “unwomanly”

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Strongly agree	10%	12%	7%	10%	8%	11%
Moderately agree	24%	28%	20%	26%	24%	21%
Moderately disagree	32%	34%	31%	31%	33%	33%
Strongly disagree	35%	27%	43%	34%	35%	35%

Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree.
Some sports are just “unwomanly”

(weighted sample sizes)	Total (1511)	Male			Female		
		18-34 (216)	35-54 (299)	55+ (223)	18-34 (216)	35-54 (267)	55+ (290)
Strongly agree	10%	13%	11%	12%	7%	6%	10%
Moderately agree	24%	29%	29%	24%	22%	18%	19%
Moderately disagree	32%	33%	34%	33%	28%	30%	33%
Strongly disagree	35%	24%	26%	30%	43%	46%	39%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
8-year-old son

(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
Soccer	40%	38%	47%	31%	32%	40%	43%	30%
Swimming	39%	39%	44%	38%	40%	38%	38%	34%
Hockey	38%	31%	34%	39%	40%	39%	36%	55%
Baseball/Softball	25%	20%	19%	38%	29%	32%	16%	33%
Martial Arts	23%	24%	26%	14%	11%	20%	29%	19%
Athletics (aka track and field)	13%	18%	13%	9%	12%	14%	9%	11%
Golf	11%	13%	14%	9%	6%	12%	6%	14%
Basketball	10%	12%	14%	13%	7%	12%	8%	7%
Tennis	9%	7%	2%	5%	5%	10%	14%	9%
Football	8%	4%	10%	19%	14%	7%	9%	3%
Curling	6%	6%	7%	15%	16%	5%	3%	11%
Gymnastics	5%	7%	7%	1%	0%	5%	5%	5%
None. I would not want my children to play any of the sports on this list.	5%	6%	7%	4%	6%	4%	5%	2%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
8-year-old son

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Soccer	40%	37%	42%	45%	37%	38%
Swimming	39%	32%	45%	32%	40%	43%
Hockey	38%	42%	34%	40%	39%	34%
Baseball/Softball	25%	25%	25%	17%	22%	35%
Martial Arts	23%	22%	24%	25%	26%	17%
Athletics (aka track and field)	13%	10%	15%	11%	13%	14%
Golf	11%	13%	8%	8%	10%	14%
Basketball	10%	9%	12%	13%	9%	10%
Tennis	9%	9%	9%	5%	8%	14%
Football	8%	9%	6%	10%	8%	6%
Curling	6%	6%	6%	5%	4%	9%
Gymnastics	5%	4%	6%	6%	4%	6%
None. I would not want my children to play any of the sports on this list.	5%	5%	5%	6%	5%	4%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3) <i>8-year-old son</i>					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
Soccer	40%	32%	39%	40%	48%
Swimming	39%	38%	45%	39%	24%
Hockey	38%	18%	28%	46%	56%
Baseball/Softball	25%	16%	20%	30%	33%
Martial Arts	23%	29%	26%	20%	16%
Athletics (aka track and field)	13%	12%	16%	12%	8%
Golf	11%	4%	8%	13%	14%
Basketball	10%	10%	11%	9%	12%
Tennis	9%	5%	10%	10%	8%
Football	8%	4%	6%	10%	10%
Curling	6%	3%	5%	8%	5%
Gymnastics	5%	6%	7%	4%	2%
None. I would not want my children to play any of the sports on this list.	5%	22%	4%	1%	3%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
8-year-old daughter

(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
Swimming	48%	46%	52%	56%	43%	47%	47%	47%
Soccer	32%	32%	34%	25%	33%	34%	30%	25%
Gymnastics	29%	28%	28%	29%	23%	26%	35%	26%
Martial Arts	21%	25%	23%	17%	12%	18%	25%	19%
Figure Skating	20%	21%	14%	18%	16%	17%	26%	23%
Tennis	16%	10%	8%	5%	8%	18%	22%	13%
Athletics (aka track and field)	14%	16%	17%	11%	10%	14%	10%	14%
Hockey	13%	13%	12%	7%	17%	16%	6%	25%
Baseball/Softball	12%	9%	12%	27%	15%	16%	5%	14%
Volleyball	11%	10%	12%	20%	18%	11%	8%	11%
Golf	9%	10%	10%	11%	6%	10%	4%	13%
Curling	6%	6%	6%	13%	17%	6%	2%	11%
Basketball	6%	4%	12%	6%	8%	6%	2%	7%
None. I would not want my children to play any of the sports on this list.	5%	6%	7%	5%	7%	5%	6%	2%

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Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
8-year-old daughter

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Swimming	48%	39%	56%	40%	48%	54%
Soccer	32%	31%	33%	37%	32%	28%
Gymnastics	29%	28%	30%	32%	27%	29%
Martial Arts	21%	20%	22%	23%	26%	15%
Figure Skating	20%	18%	21%	16%	19%	24%
Tennis	16%	17%	15%	11%	16%	20%
Athletics (aka track and field)	14%	12%	15%	12%	14%	15%
Hockey	13%	15%	11%	12%	16%	11%
Baseball/Softball	12%	13%	12%	11%	11%	14%
Volleyball	11%	11%	11%	12%	11%	9%
Golf	9%	12%	6%	5%	8%	14%
Curling	6%	7%	5%	4%	5%	8%
Basketball	6%	5%	6%	7%	5%	5%
None. I would not want my children to play any of the sports on this list.	5%	6%	5%	7%	6%	3%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3) <i>8-year-old daughter</i>					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
Swimming	48%	42%	51%	52%	34%
Soccer	32%	22%	30%	33%	43%
Gymnastics	29%	25%	30%	31%	25%
Martial Arts	21%	31%	26%	17%	13%
Figure Skating	20%	14%	21%	23%	15%
Tennis	16%	7%	16%	19%	18%
Athletics (aka track and field)	14%	10%	17%	12%	12%
Hockey	13%	6%	8%	16%	23%
Baseball/Softball	12%	5%	11%	14%	18%
Volleyball	11%	7%	10%	13%	11%
Golf	9%	4%	6%	11%	14%
Curling	6%	2%	4%	8%	9%
Basketball	6%	5%	4%	6%	9%
None. I would not want my children to play any of the sports on this list.	5%	21%	5%	1%	3%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
16-year-old son

(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
Hockey	38%	29%	34%	40%	40%	41%	35%	50%
Soccer	31%	31%	35%	21%	29%	33%	30%	24%
Swimming	26%	28%	27%	25%	19%	24%	28%	22%
Baseball/Softball	22%	18%	16%	35%	23%	28%	13%	31%
Martial Arts	22%	26%	23%	15%	13%	19%	26%	22%
Athletics (aka track and field)	17%	21%	26%	13%	15%	18%	13%	11%
Basketball	16%	15%	17%	20%	16%	17%	11%	22%
Golf	14%	18%	15%	14%	10%	18%	7%	17%
Football	14%	8%	19%	31%	29%	14%	14%	7%
Tennis	12%	13%	5%	5%	9%	11%	21%	9%
Volleyball	7%	7%	7%	10%	8%	5%	10%	6%
Curling	6%	8%	6%	13%	17%	6%	2%	8%
None. I would not want my children to play any of the sports on this list.	6%	7%	7%	5%	9%	5%	7%	2%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
16-year-old son

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Hockey	38%	43%	33%	36%	40%	37%
Soccer	31%	29%	33%	33%	30%	30%
Swimming	26%	20%	31%	18%	28%	30%
Baseball/Softball	22%	23%	21%	16%	20%	30%
Martial Arts	22%	21%	22%	22%	23%	19%
Athletics (aka track and field)	17%	15%	19%	15%	19%	16%
Basketball	16%	11%	21%	19%	14%	16%
Golf	14%	17%	12%	7%	13%	23%
Football	14%	17%	12%	16%	17%	10%
Tennis	12%	13%	12%	10%	12%	16%
Volleyball	7%	7%	8%	7%	8%	6%
Curling	6%	6%	5%	4%	4%	9%
None. I would not want my children to play any of the sports on this list.	6%	6%	6%	7%	6%	4%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3) <i>16-year-old son</i>					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
Hockey	38%	18%	27%	46%	60%
Soccer	31%	24%	32%	30%	37%
Swimming	26%	26%	31%	28%	7%
Baseball/Softball	22%	12%	19%	25%	31%
Martial Arts	22%	27%	25%	20%	13%
Athletics (aka track and field)	17%	14%	23%	15%	12%
Basketball	16%	15%	16%	16%	18%
Golf	14%	7%	10%	19%	20%
Football	14%	7%	11%	16%	24%
Tennis	12%	9%	13%	15%	8%
Volleyball	7%	5%	8%	7%	5%
Curling	6%	3%	5%	8%	6%
None. I would not want my children to play any of the sports on this list.	6%	21%	6%	1%	3%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
16-year-old daughter

(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
Swimming	42%	43%	44%	46%	36%	40%	49%	33%
Soccer	28%	26%	31%	24%	25%	30%	23%	29%
Martial Arts	23%	26%	29%	18%	13%	20%	25%	24%
Gymnastics	20%	19%	19%	18%	11%	18%	28%	20%
Tennis	20%	20%	9%	12%	14%	20%	27%	15%
Volleyball	19%	15%	25%	25%	29%	17%	16%	26%
Athletics (aka track and field)	16%	20%	25%	11%	15%	18%	10%	9%
Figure Skating	16%	15%	12%	13%	14%	14%	21%	16%
Baseball/Softball	13%	9%	6%	28%	22%	19%	5%	18%
Hockey	12%	10%	12%	7%	14%	15%	6%	21%
Golf	12%	14%	11%	12%	5%	15%	6%	15%
Basketball	7%	7%	9%	13%	9%	8%	4%	13%
Curling	7%	8%	6%	20%	17%	7%	3%	10%
None. I would not want my children to play any of the sports on this list.	6%	6%	7%	8%	9%	5%	6%	3%

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Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)
16-year-old daughter

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Swimming	42%	33%	51%	33%	40%	52%
Soccer	28%	29%	26%	32%	30%	21%
Martial Arts	23%	23%	23%	23%	27%	19%
Gymnastics	20%	18%	22%	20%	17%	24%
Tennis	20%	20%	19%	15%	18%	24%
Volleyball	19%	17%	20%	22%	21%	14%
Athletics (aka track and field)	16%	15%	18%	16%	17%	15%
Figure Skating	16%	14%	17%	16%	13%	19%
Baseball/Softball	13%	15%	12%	10%	14%	15%
Hockey	12%	15%	9%	11%	15%	9%
Golf	12%	14%	10%	5%	11%	19%
Basketball	7%	7%	8%	8%	7%	7%
Curling	7%	8%	6%	6%	5%	10%
None. I would not want my children to play any of the sports on this list.	6%	6%	5%	7%	6%	4%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3) <i>16-year-old daughter</i>					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
Swimming	42%	40%	48%	45%	26%
Soccer	28%	20%	25%	28%	40%
Martial Arts	23%	29%	26%	21%	15%
Gymnastics	20%	16%	21%	23%	16%
Tennis	20%	15%	20%	21%	18%
Volleyball	19%	13%	18%	21%	17%
Athletics (aka track and field)	16%	12%	20%	14%	16%
Figure Skating	16%	12%	17%	18%	11%
Baseball/Softball	13%	6%	10%	15%	23%
Hockey	12%	6%	7%	15%	22%
Golf	12%	5%	9%	15%	18%
Basketball	7%	5%	7%	7%	13%
Curling	7%	3%	5%	9%	8%
None. I would not want my children to play any of the sports on this list.	6%	21%	6%	1%	3%

Suppose you had each of the following children, which of the following sports would you most want them to play? (Choose up to 3)				
	8-year-old son	16-year-old son	8-year-old daughter	16-year-old daughter
Boy Sports				
Hockey	38%	38%	13%	12%
Baseball/softball	25%	22%	12%	13%
Basketball	10%	16%	6%	7%
Football	8%	14%	1%	1%
Girl Sports				
Gymnastics	5%	4%	29%	20%
Figure skating	1%	2%	20%	16%
Tennis	9%	12%	16%	20%
Volleyball	5%	7%	11%	19%
Sports for both genders				
Swimming	39%	26%	48%	42%
Soccer	40%	31%	32%	28%
Martial Arts	23%	22%	21%	23%
Athletics (aka track and field)	13%	17%	14%	16%
Golf	11%	14%	9%	12%

Are there any sports on the following list that you would discourage each of them from playing? (Choose up to 3) <i>Son</i>								
(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
None. I would not discourage my son from playing any of the sports on this list.	49%	49%	57%	51%	46%	47%	50%	45%
Football	24%	28%	18%	16%	22%	27%	19%	34%
Rugby	22%	25%	16%	24%	20%	27%	17%	24%
Hockey	19%	23%	16%	19%	24%	21%	15%	11%
Lacrosse	8%	10%	10%	9%	12%	7%	8%	9%
Martial Arts	7%	7%	5%	4%	12%	8%	8%	8%
Figure Skating	7%	4%	5%	13%	5%	9%	6%	7%

Are there any sports on the following list that you would discourage each of them from playing? (Choose up to 3) <i>Son</i>						
(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
None. I would not discourage my son from playing any of the sports on this list.	49%	46%	52%	55%	51%	42%
Football	24%	24%	24%	15%	24%	32%
Rugby	22%	22%	23%	15%	26%	25%
Hockey	19%	16%	21%	13%	18%	24%
Lacrosse	8%	8%	9%	4%	8%	12%
Martial Arts	7%	9%	6%	4%	6%	12%
Figure Skating	7%	9%	5%	7%	7%	6%

Are there any sports on the following list that you would discourage each of them from playing? (Choose up to 3) <i>Son</i>					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
None. I would not discourage my son from playing any of the sports on this list.	49%	53%	48%	49%	49%
Football	24%	26%	24%	25%	21%
Rugby	22%	21%	22%	23%	24%
Hockey	19%	28%	22%	15%	10%
Lacrosse	8%	7%	7%	10%	8%
Martial Arts	7%	7%	6%	9%	8%
Figure Skating	7%	3%	6%	8%	9%

Are there any sports on the following list that you would discourage each of them from playing? (Choose up to 3) <i>Daughter</i>								
(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
None. I would not discourage my daughter from playing any of the sports on this list.	49%	47%	58%	56%	49%	47%	49%	47%
Football	27%	29%	19%	22%	18%	31%	22%	31%
Rugby	24%	29%	19%	22%	19%	30%	18%	23%
Hockey	18%	21%	16%	24%	23%	20%	15%	12%
Lacrosse	10%	9%	10%	11%	7%	9%	11%	10%
Martial Arts	7%	8%	5%	5%	9%	7%	8%	10%
Figure Skating	5%	4%	6%	4%	5%	4%	6%	1%

Are there any sports on the following list that you would discourage each of them from playing? (Choose up to 3) <i>Daughter</i>						
(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
None. I would not discourage my daughter from playing any of the sports on this list.	49%	47%	51%	56%	50%	42%
Football	27%	27%	26%	16%	27%	35%
Rugby	24%	25%	23%	15%	27%	29%
Hockey	18%	16%	20%	11%	19%	24%
Lacrosse	10%	9%	10%	6%	9%	13%
Martial Arts	7%	9%	6%	5%	6%	11%
Figure Skating	5%	5%	4%	6%	4%	4%

Are there any sports on the following list that you would discourage each of them from playing? (Choose up to 3) <i>Daughter</i>					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
None. I would not discourage my daughter from playing any of the sports on this list.	49%	54%	46%	50%	48%
Football	27%	25%	26%	28%	25%
Rugby	24%	19%	25%	26%	25%
Hockey	18%	25%	22%	15%	12%
Lacrosse	10%	7%	10%	11%	10%
Martial Arts	7%	5%	6%	9%	9%
Figure Skating	5%	5%	5%	4%	5%

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U.S. and Swiss officials are currently investigating top executives at FIFA, on allegations of corruption. Several FIFA officials were arrested on May 27. How closely have you yourself been following this issue? Would you say you are:

(unweighted sample sizes)	Total (1511)	Region						
		BC (203)	AB (154)	SK (100)	MB (100)	ON (502)	QC (351)	ATL (101)
Following it in the news, and discussing it with friends and family	15%	18%	17%	10%	8%	18%	10%	14%
Seeing some media coverage, and having the odd conversation about it	33%	34%	32%	28%	41%	36%	29%	32%
Just scanning the headlines	37%	34%	34%	42%	36%	33%	44%	35%
Haven't seen or heard anything about it	15%	13%	17%	19%	16%	13%	17%	19%

U.S. and Swiss officials are currently investigating top executives at FIFA, on allegations of corruption. Several FIFA officials were arrested on May 27. How closely have you yourself been following this issue? Would you say you are:

(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
Following it in the news, and discussing it with friends and family	15%	19%	11%	11%	15%	19%
Seeing some media coverage, and having the odd conversation about it	33%	36%	31%	25%	35%	38%
Just scanning the headlines	37%	36%	37%	40%	37%	33%
Haven't seen or heard anything about it	15%	9%	21%	25%	13%	9%

U.S. and Swiss officials are currently investigating top executives at FIFA, on allegations of corruption. Several FIFA officials were arrested on May 27. How closely have you yourself been following this issue? Would you say you are:					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
Following it in the news, and discussing it with friends and family	15%	4%	10%	15%	37%
Seeing some media coverage, and having the odd conversation about it	33%	22%	31%	38%	34%
Just scanning the headlines	37%	37%	41%	38%	23%
Haven't seen or heard anything about it	15%	37%	18%	8%	5%

Which of the following statements most closely reflects your opinion on the FIFA scandal?						
(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
The corruption investigation and Blatter's resignation make me optimistic about real FIFA reform	19%	20%	17%	14%	18%	24%
I'm skeptical that this scandal will lead to any real change in the way FIFA operates	44%	48%	40%	36%	47%	47%
I don't know or care enough about FIFA to have an opinion on this scandal	37%	31%	43%	50%	35%	28%

Which of the following statements most closely reflects your opinion on the FIFA scandal?					
(weighted sample sizes)	Total (1511)	Not at all interested (207)	Mild interest (487)	I like some sports (603)	I'm an avid sports fan (213)
The corruption investigation and Blatter's resignation make me optimistic about real FIFA reform	19%	5%	15%	24%	26%
I'm skeptical that this scandal will lead to any real change in the way FIFA operates	44%	33%	38%	49%	51%
I don't know or care enough about FIFA to have an opinion on this scandal	37%	61%	47%	27%	22%

Which of the following statements most closely reflects your opinion on the FIFA scandal?			
(weighted sample sizes)	Total (1511)	Following the Women's World Cup (482)	Not following the Women's World Cup (1029)
The corruption investigation and Blatter's resignation make me optimistic about real FIFA reform	19%	33%	12%
I'm skeptical that this scandal will lead to any real change in the way FIFA operates	44%	51%	40%
I don't know or care enough about FIFA to have an opinion on this scandal	37%	16%	47%

Which of the following best describes your level of sports fandom?						
(weighted sample sizes)	Total (1511)	Gender		Age		
		Men (738)	Women (773)	18 – 34 (432)	35 – 54 (566)	55+ (513)
I am not at all interested in sports	14%	10%	17%	19%	12%	11%
I have only a mild interest in sports	32%	26%	38%	36%	31%	31%
I like some sports and generally keep up with sports headlines	40%	42%	38%	31%	40%	47%
I'm an avid sports fan	14%	21%	7%	15%	17%	10%