

Women's World Cup and Sexism in Sport

Canada is currently hosting the FIFA Women's World Cup, which began Saturday, June 6. Soccer matches will be played in Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, and Moncton over four weeks, with Vancouver's BC Place hosting the final game on July 5.

11. How closely do you plan to follow the Women's World Cup?

Very closely – I will watch some games and follow the tournament

I will follow along – maybe watch team Canada or the final

Not really follow – maybe just catch highlights or scan headlines

Not follow at all

12. 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?

I wouldn't go even if the tickets were free

I would go if the tickets were free

Under \$50

\$50 - \$150

\$151 - \$250

\$251 - \$500

\$500+

13. 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?

I wouldn't go even if the tickets were free

I would go if the tickets were free

Under \$50

\$50 - \$150

\$151 - \$250

\$251 - \$500

\$500+

14a. Suppose you had each of the following children, which of the following sports would you **most want** them to play? (Choose up to three from the list below.)

First an 8 year old son...

Soccer

Hockey

Basketball
Baseball/Softball
Gymnastics
Figure Skating
Rugby
Football
Tennis
Golf
Curling
Volleyball
Athletics (aka track and field)
Swimming
Martial Arts
Field Hockey
Lacrosse

[Exclusive]None. I would not want my children to play any of the sports on this list.

14b. An 8 year old daughter

Soccer
Hockey
Basketball
Baseball/Softball
Gymnastics
Figure Skating
Rugby
Football
Tennis
Golf
Curling
Volleyball
Athletics (aka track and field)
Swimming
Martial Arts
Field Hockey
Lacrosse

[Exclusive]None. I would not want my children to play any of the sports on this list.

14c. A 16 year old son...

Soccer
Hockey
Basketball
Baseball/Softball

Gymnastics
Figure Skating
Rugby
Football
Tennis
Golf
Curling
Volleyball
Athletics (aka track and field)
Swimming
Martial Arts
Field Hockey
Lacrosse

[Exclusive]None. I would not want my children to play any of the sports on this list.

14c. Finally, a 16 year old daughter...

Soccer
Hockey
Basketball
Baseball/Softball
Gymnastics
Figure Skating
Rugby
Football
Tennis
Golf
Curling
Volleyball
Athletics (aka track and field)
Swimming
Martial Arts
Field Hockey
Lacrosse

[Exclusive]None. I would not want my children to play any of the sports on this list.

15. Now suppose you had a son and a daughter. Are there any sports on the following list that you would **discourage** each of them from playing? (Choose up to three.)

Your son

Soccer
Hockey
Basketball

Baseball/Softball
Gymnastics
Figure Skating
Rugby
Football
Tennis
Golf
Curling
Volleyball
Athletics (aka track and field)
Swimming
Martial Arts
Field Hockey
Lacrosse

[Exclusive]None. I would not discourage my son from playing any of the sports on this list.

15. Now suppose you had a son and a daughter. Are there any sports on the following list that you would **discourage** each of them from playing? (Choose up to three.)

Your daughter

Soccer
Hockey
Basketball
Baseball/Softball
Gymnastics
Figure Skating
Rugby
Football
Tennis
Golf
Curling
Volleyball
Athletics (aka track and field)
Swimming
Martial Arts
Field Hockey
Lacrosse

[Exclusive]None. I would not discourage my daughter from playing any of the sports on this list.

16. Here are some statements that have been made about sports. For each one, please indicate whether you yourself agree or disagree.

[Randomize - statements]

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

The media does not pay enough attention to women's sports

In general, people are not interested in watching women play sports

Most women aren't interested in playing or watching sports

Women athletes are great role models for girls

Some sports are just "unwomanly"

Girls should be encouraged to play sports just as much as boys

Our sports culture uses too much "sex appeal" to sell sports -- both men's and women's

Women are finally being properly recognized as elite athletes in their own right

Strongly disagree

Moderately disagree

Moderately agree

Strongly agree

17. Did you participate in organized sports at any level as a kid, before you turned 18, (i.e. in a recreational league, on a school team, etc.)?

No, I did not play organized sports

Yes, participated

Yes, was heavily involved

18. Do you participate in organized sports at any level as an adult, (i.e. you've been involved in a recreational league, etc.)?

No, I do not play organized sports

Yes, currently (past 1 or 2 years)

Yes, in the past 10 years

19. Which of the following best describes your level of sports fandom?

I am not at all interested in sports

I have only a mild interest in sports

I like some sports and generally keep up with sports headlines

I'm an avid sports fan

20. Finally, as you may have heard, U.S. and Swiss officials are currently investigating top executives at FIFA, the governing body of world soccer, on allegations of corruption. Several FIFA officials were arrested on May 27 in connection to the investigation, and on June 2, FIFA's president Sepp Blatter announced his resignation.

How closely have you yourself been following this issue? Would you say you:

- Are following it in the news, and discussing it with friends and family
- Seeing some media coverage, and having the odd conversation about it
- Just scanning the headlines
- Haven't seen or heard anything about it

21. Which of the following statements most closely reflects your opinion on the FIFA scandal?

- The corruption investigation and Blatter's resignation make me optimistic about real FIFA reform
- I'm skeptical that this scandal will lead to any real change in the way FIFA operates
- I don't know or care enough about FIFA to have an opinion on this scandal