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# 2009 Status of the High Performance Athlete

## FINAL REPORT

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# EXECUTIVE SUMMARY

This report represents the fourth study of high performance athletes in the last two decades. As was the case with the previous studies in 1992, 1997, and 2004, the primary goal is to gather information from various sport stakeholders in order to paint a current picture of the characteristics of high-performance athletes.

The project involved four individual lines of evidence with four separate target populations. The employed methodologies included: an on-line survey of AAP carded high-performance athletes, resulting in 1006 completed cases; a telephone survey of National Team Coaches and High Performance Directors resulting in 96 cases; and 13 follow-up interviews with selected National Team Coaches and High Performance Directors; and an on-line survey of Presidents and Athlete Service Managers of the seven Canadian Sport Centres resulting in 12 completed cases.

## ***Motivation and Satisfaction***

According to survey results most athletes are motivated largely by enjoyment of their sport and a sense of personal fulfillment, rather than by recognition or monetary gains. Only 13 per cent of athletes said that they are in it to pursue a professional career in sport.

As seen in previous years, high performance athletes continue to exhibit high levels of satisfaction with their athletic career. Virtually all athletes said that they are content with the level of enjoyment they get from their sport and the encouragement they receive from family and friends, and nine in ten are satisfied with their level of performance and their confidence in experiencing a sport that is free of both performance enhancing drugs and violence. About eight in ten are content with their pace of development, the respect with which they are treated, and the low incidence of harassment and abuse. Satisfaction with levels of encouragement from employers is more modest, suggesting that more support would be welcome for some athletes. Satisfaction with recognition received is also modest, although it has climbed significantly from 2004. There is also considerable dissatisfaction with regards to income/material rewards, where only four in ten are satisfied and almost equal numbers are dissatisfied. That being said, satisfaction levels with income/material rewards are climbing steadily since 1992 when only 16 per cent were satisfied.

## ***Training, Training Plans and Coaching***

Findings from the athletes' survey show that although the majority of athletes (two in three) have individual, formalized plans for their development, there is a sizable proportion that do not. Of the respondents who have a written plan, one in three were drawn up by the national team coach, one in two were created by a

personal coach and in one in ten cases athletes developed their own plan. Only one in three athletes with a plan describes considerable personal involvement in the development of the plan. In spite of this, six in ten athletes indicate high levels of satisfaction with their plan, although athletes with less involvement are also less often satisfied with it.

Nearly half of athletes have a principal coach who is employed by their National Sport Organization (NSO) on a full-time basis. One in four athletes follows the direction of a personal coach who is not employed or contracted by their NSO. The average number of hours spent with a coach is about 20 hours per week and this intensity increases steadily with card level and age. This is out of about 34 hours a week that athletes spend in training. Findings point to a high level of satisfaction with the quality of the coaching, including technical expertise. Results are marginally weaker, in terms of time the coaches spend with their athletes with only six in ten expressing satisfaction. Almost half (44 per cent) of athletes' time is spent with the national team on average, again with increasing intensity for more senior athletes.

## ***CSC Services and Supports***

While athletes feel that they are adequately supported in terms of non-monetary support from friends and family; they rate the adequacy of access to training facilities, competition, sport science and medicine as well as with the financial support they receive much lower. Results provided by coaches are generally even lower.

Survey results point to a fairly high rate of usage of the Canadian Sport Centres (CSCs). While those using CSCs are generally satisfied with their accessibility; lack of awareness and geographical proximity are cited as barriers to use by athletes who do not access these facilities. CSC sport science services rated most highly by both athletes and coaches surveyed are strength and conditioning, skill and technique analysis and nutrition. Other services also rated highly by coaches include performance analysis, sport psychology, fitness testing and physiology assessment.

Athletes and coaches provide similar assessments of the relative importance of sport medicine services provided by CSCs. Physiotherapy is the most highly rated service sport medicine in terms of quality, followed closely by massage, advice and treatment from a sport doctor, and athletic therapy.

## ***Financial Picture***

Carded athletes reported an average annual income of \$29,649 for 2008. In comparison the average personal income for Canadians in 2008 was approximately \$38,000. The largest proportion of this income (roughly half) is derived from Federal and/or Provincial athlete assistance. The average is \$12,234 annually from Sport Canada's Athlete Assistance Program (AAP) and \$3,499 from Provincial Assistance. Smaller proportions of athletes' incomes are derived from employment income (\$8,787 annually), sport-related sources (\$6,604), and sports awards (\$2,164). Only a very small proportion is derived from the National

Sport Organization (\$843) or other sources (\$1,630 annually). The 2008 annual average personal income for high performance athletes is fairly stable from 2004 when the 2004 findings are adjusted for inflation to 2008 constant dollars. While government athlete assistance has become increasingly prevalent as an income source, employment income has gone down.

In spite of the gains made in government assistance, sport-related expenses seem to have also gone up by almost 50 per cent over numbers reported in 2004. Other categories have gone up much less over this same period. Overall, athletes are spending about \$500 a month more (mostly on sport-related expenditures) than they were in 2004. There are some limitations in the comparison, however, because “other” is a new category in 2009. Also, in 2004 sport-related expenses was asked as an annual figure and divided by 12, whereas in 2009 it was asked of athletes as a monthly figure which may have resulted in an inflation of the number. That said, it is interesting to note that the total amount that the expenses have increase in 2009 from 2004 is only slightly higher than the amount that the AAP stipend went up by in September 2004.

In terms of personal debt, one in four athletes said that they have incurred some level of debt in the pursuit of their athletic career. Credit cards and loans from family are at the top of the list, followed by loans to financial institutions and then student loans. When loan amounts are added together they amount to an average of just under \$7,900 across all athletes.

Athletes reported that they rely heavily on Sport Canada’s AAP as the most prevalent source of financial support; according to seven in ten athletes. This is followed at a distance by a reliance on parents and/or Provincial AAP; key sources for about four in ten athletes in each case.

Although athletes are operating in the red, money is typically not a large barrier to accessing most of the basic necessities and things that athletes need to concentrate on and excel in their sport. That being said, some athletes (less than one in five) see money as a strong barrier to competitions. On the other hand, money has become less of a barrier on all fronts, with the exception of coaching, compared with the results from 2004.

### ***Views about AAP Support***

As found in 2004, 80 per cent of athletes agree that the AAP has made it possible to achieve higher levels of athletic performance. Coaches were in similar agreement at 76 per cent. A less strong, but still relatively positive result: one in three athletes agree that the funding by AAP is sufficient, which is up from one in four agreeing in 2004. Fifty per cent of athletes report that the AAP is assisting (or has assisted) them in pursuing post-secondary education and coaches are even more positive. In spite of these positive findings, it is also interesting to note that three in ten athletes say that they received their funding too late in their career (although this is lower than the 38 per cent in 2004).

Athletes are more sensitive to the argument of financial need in determining AAP than are coaches. When asked about changes to AAP financial need is highlighted among athletes, where as coaches place more emphasis on performance based assistance. That being said, when asked about shifting money from some athletes to others (based on performance or financial need) athletes more often suggest a status quo (four in ten), although some do indicate a preference for more needs based, and performance based formulae. When asked about how much weight should be placed (in the absolute, rather than in the context of change) on different factors in determining amount of AAP support, need for training expenses is at the top of the list, followed by performance, and then demonstrated need for living expenses.

### ***Satisfaction with AAP Client Services***

The main contact for athletes receiving AAP support is their NSO, however, from time to time athletes contact AAP staff for information about the Program or questions regarding the benefits of the Program. Roughly two in ten (22 per cent) have contacted this part of Sport Canada in the past 12 months, primarily for financial issues (primarily tuition or payments). When contacting AAP staff, email is the most prevalent method of contact, followed by telephone. Satisfaction with service is very high among athletes that have contacted Sport Canada's AAP staff in the recent past. Virtually all athletes (93 per cent) indicate that they were satisfied or very satisfied with the overall quality of service they received when contacting Sport Canada. In fact, over half (57 per cent) rated themselves as very satisfied. Similarly, coaches were 100 per cent satisfied or very satisfied with the overall quality of service from AAP staff.

### ***Premature Retirement***

Sizable proportions of coaches, high performance directors and CSC representatives (about four in ten in each case) are of the view that athletes (or at least some athletes) retire premature, before they can reach their full potential. In terms of primary factors that motivate athletes to leave their sport, respondents point to financial issues and career goals outside of sport, although reach their own personal goals and dissatisfaction with their performance in their sport represent a second tier of issues.

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# 1. INTRODUCTION AND METHODS

## 1.1 PROJECT BACKGROUND

This report represents the fourth study of high performance athletes in the last two decades. As was the case with the previous studies in 1992, 1997, and 2004, the primary goal is to gather information from various sport stakeholders in order to paint a current picture of the characteristics of high-performance athletes. The original 1992 study provided a comprehensive examination of athletes' sport, social and economic characteristics and was a key contributor to the development of athlete support policies at Sport Canada. That report drew upon multiple lines of evidence collected from carded athletes, coaches and National Sport Organizations. In addition to updating the information collected in 1992, the 1997 report allowed Sport Canada to develop a business plan for sport in Canada. Specifically, it provided a close examination of the costs of sport and the needs of athletes with respect to assistance through Sport Canada's Athlete Assistance Program.

This fourth survey of high performance athletes builds on much of the data from the earlier studies. The specific areas of investigation include:

- Training, competition and other sport-related activities;
- Adequacy of support services available to athletes;
- Social and economic characteristics; and
- Satisfaction with the Athlete Assistance Program (AAP)

## 1.2 METHODOLOGY

This project involved four individual lines of evidence with four separate target populations. The employed methodologies included:

- An on-line survey of AAP carded high-performance athletes;
- On-line survey of Presidents and Athlete Service Managers of the seven Canadian Sport Centres;
- Telephone survey of National Team Coaches and High Performance Directors; and
- Follow-up interviews with selected National Team Coaches and High Performance Directors.

### **a) Online Survey of High Performance Athletes**

The survey of athletes was designed as a self-administered, web-based survey. All 1,960 high-performance athletes carded at the time of the survey were invited to participate and every attempt was made to reach as many of these athletes as possible. Specifically, Sport Canada circulated advance communications to athletes, National Sport Organizations and Canadian Sport centres, and communicated with National Sport Organizations at several intervals throughout the data collection period. EKOS also offered a number of non-monetary prizes (such as ipods and iphones) as an added incentive to responding. Additional e-mail reminders were issued over several months, as well as reminder calls made to over 400 non-respondent athletes by telephone. The overall response rate for the survey, out of the athlete pool for which there was full, valid contact information is 51 per cent. The response rate achieved in 2004 was 46 per cent.

The survey instrument relied on the previous questionnaire (2004), although significant revisions were made to it. The questionnaire focuses on the areas of investigation already cited and includes some of the questions that were asked of athletes in the 1992, 1997, and 2004 surveys of high-performance athletes in order to track changes in status and experiences. Prior to the survey start-up, the instrument was tested with 27 athletes in English and French and changes were made to the wording, programming, and language as needed. The average time to complete the interview was 36 minutes.

The survey includes a total of 1,006 completed interviews. This sample size carries an associated margin of error of up to +/-2.1 per cent, at a 95 per cent confidence interval (i.e., 19 times out of 20) for the overall sample, based on a finite population of carded athletes.

### **b) Telephone Survey of National Team Coaches and High Performance Directors**

The second major data collection activity involved a telephone survey of 96 National Team Coaches and High Performance Directors (of the roughly 200 that were suggested by Sport Canada). The administration of the telephone survey was based on EKOS' CATI (Computer-Assisted Telephone Interviewing) system. The telephone survey lasted an average of 20 minutes. The survey data was collected during the same data collection period as that of the CSC Presidents/Service Managers and athletes. All respondents received an introductory e-mail prior to being contacted for the survey that explained the purpose of the survey and stressed that all responses were both voluntary and confidential.

### **c) Survey of Presidents and Service Managers of CSCs**

The third data collection activity for this project was a small survey conducted by self-administered methods (mail and web-based) with the seven Presidents and seven Athlete Service Managers of the CSCs (Atlantic, Montreal, Ontario, Manitoba, Saskatchewan, Calgary, and Pacific). All contact information on potential respondents (name, organization, and telephone number) was provided by Sport Canada, who also helped determine which staff to survey. Some of the questions in the survey questionnaire were qualitative, open-ended in nature and others were closed ended. Each questionnaire took an average 15 to 20 minutes to complete. The questionnaire was administered over the same data collection period as that of the athletes and coaches. Of the 14 individuals invited, 12 responded.

### **d) Key Informant Interviews with National Team Coaches**

In addition to the telephone survey, 13 interviews were conducted with key national team coaches and High Performance Directors (who were pre-selected by Sport Canada for interviews as a follow-up to those of the coaches/HPD). This took the form of a 30 to 60 minute telephone interview with a loosely structured set of questions. This component took place late in the study process, during the analysis and reporting period. The purpose of these key informant interviews was to clarify any areas that were not clear or were surprising from the athlete and coach surveys, as well as to ask coaches to comment on some of the key results from these surveys. Results of these interviews are woven into the appropriate sections of the report and are set off from the rest of the text in boxes, to enable readers to more easily distinguish the results of the key informant interviews from the survey findings.



## 2. PROFILE OF ATHLETES

The following table provides details on the sample of athletes represented in this report. The comparison shows that the sample is well aligned with the population on most parameters. The sample is weighted to restore it to population proportions in terms of age, type of sport, and season of sport. That is, where the number of athletes responding to the survey (e.g., in a certain age category or sport) was higher or lower than expected given the number in the full universe of currently carded athletes, we applied a weight to the cases so that across the entire sample, they accounted for the expected proportion of respondents.

**Table 2.1: Sample and Population Profile**

	Sample - 1006		Population - 1960		2004 Sample - 511 %
	#	%	#	%	
Season					
Summer	696	69	1,426	73	73
Winter	310	31	534	27	27
Sport Type					
Individual	643	64	1,195	61	67
Team Sport	363	36	765	39	33
Sport Class					
Olympic	809	81	1,578	81	84
Paralympic	151	14	276	14	16
Non-Olympic/paralympic	46	5	106	5	4
Carding Level					
D	418	42	812	41	--
C1	97	10	195	10	--
SR	231	23	475	24	--
SR1	158	16	280	14	--
SR2	100	10	169	9	--
Targeted					
Yes	728	72	1,333	68	--
No	278	28	627	32	--
Gender					
Male	452	46	999	51	46
Female	530	54	911	46	54
Language					
English	820	83	1,626	83	77
French	174	17	319	16	20

	Sample - 1006		Population - 1960		2004 Sample - 511 %
	#	%	#	%	
Age					
<20	227	23	396	20	12
20-24	320	31	689	35	36
25-29	252	25	691	35	32
30+	190	19	117	6	21

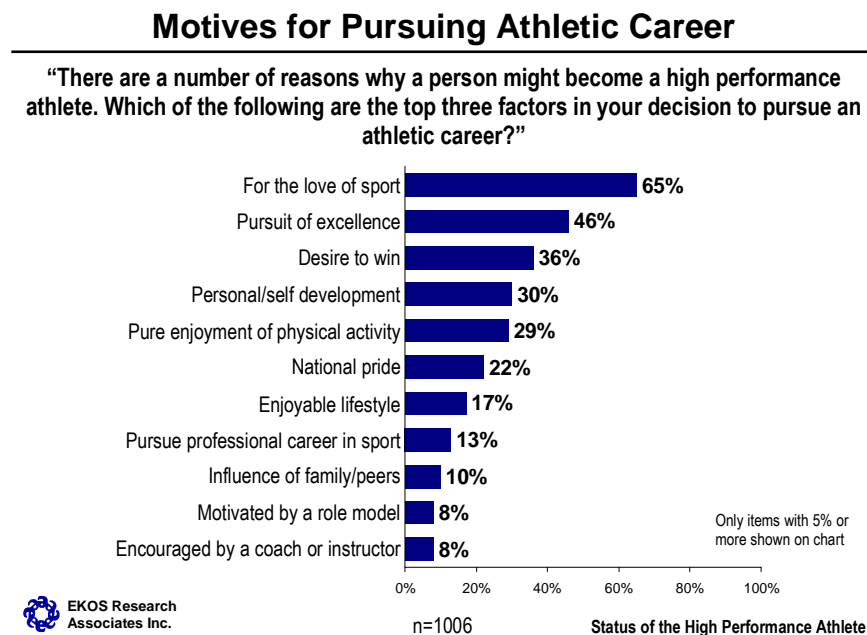
Of interest in interpreting some of the demographic patterns cited in the report, there is a slightly higher concentration of summer team sport athletes, compared with winter team sport athletes. That said, there is a much higher concentration of younger athletes and D cards in team sports (56 per cent) compared with the individual sports where only 33 per cent are D cards and 56% are SR, SR 1 and 2's. Only 35 per cent of team sport athletes hold SR, SR1 or SR2 cards.

Men stay in their sport for longer than women do. While 42 per cent of the youngest athletes (under 20) are men, over 63 per cent of those 30 years of age or older are also men. British Columbia and Ontario have the highest concentration of young athletes (under 20).

## 3. OVERALL VIEWS

### 3.1 MOTIVES FOR PURSUING ATHLETIC CAREER

Athletes responding to the survey were asked to identify the top three factors in their decision to pursue an athletic career. Responses suggest that most athletes are motivated largely by enjoyment of their sport and a sense of personal fulfilment, rather than by recognition or monetary gains. Indeed, nearly two in three athletes (65 per cent) identified love of the sport as one of their primary motivations for becoming a high performance athlete while nearly half (46 per cent) cited the pursuit of excellence. That said, one in three athletes (36 per cent) also listed a compelling desire to win as a major factor in their career choice. Personal development is cited by three in ten as is pure enjoyment of physical activities (29 per cent). National pride is key for one in five (22 per cent). Enjoyment of the lifestyle is also a motivator for one in six (17 per cent). Influences of others (family, peers, coach or a role model) are also important influencers for a sizable proportion of athletes (26 per cent when combined). Only 13 per cent of athletes said that they are in it to pursue a professional career in sport.



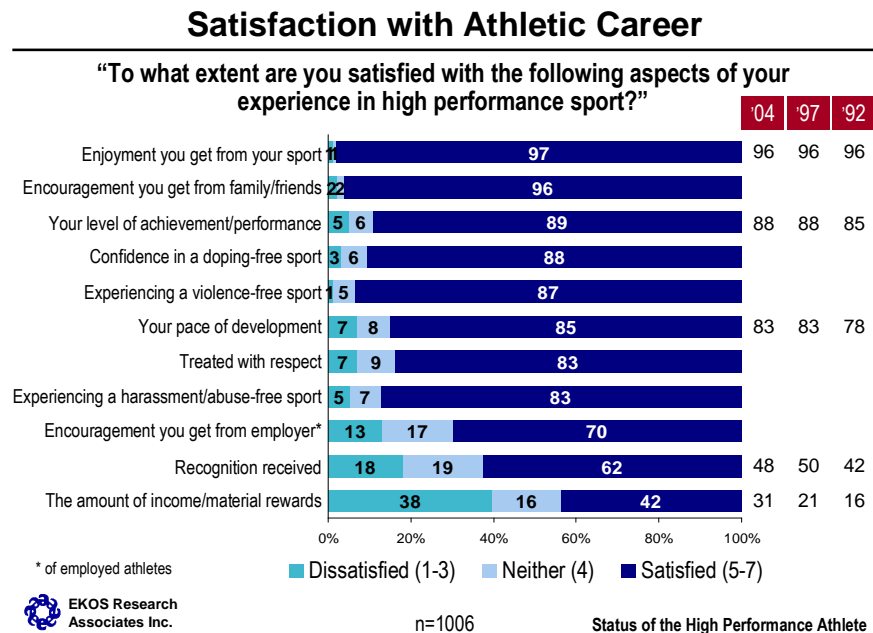
Athletes driven by their love of sport are more often women, the youngest athletes (under 20) and team sport athletes compared with their counterparts. Pursuit of excellence is more often cited by the oldest athletes (30 and over). The desire to win is more pronounced among Olympic athletes compared with paralympic athletes. Personal development and enjoyable lifestyle are more often seen as a key driver

among athletes involved in individual sports National pride is more pronounced as a motivator for Ontario athletes (31 per cent), those in team sports (31 per cent) and paralympians (37 per cent).

## 3.2 SATISFACTION WITH ATHLETIC CAREER

As seen in previous years, high performance athletes continue to exhibit high levels of satisfaction with their athletic career. Virtually all athletes (97 per cent) said that they are content with the level of enjoyment they get from their sport and the encouragement they receive from family and friends (96 per cent). Approximately nine in ten respondents expressed satisfaction with their level of performance (89 per cent) and their confidence in experiencing a sport that is free of both performance enhancing drugs (88 per cent) and violence (87 per cent). About eight in ten respondents are content with their pace of development (85 per cent), the respect with which they are treated (83 per cent), and the low incidence of harassment and abuse (83 per cent).

Seventy per cent of employed athletes said that they are satisfied with the level of encouragement they receive from their employers suggesting that more support would be welcome, at least for one in three. Athletes expressed moderate satisfaction with the recognition they receive (62 per cent). Although a fairly tepid result it is significantly higher than it was in 2004 when only 48 per cent said that they were satisfied. Significant levels of dissatisfaction are only present with regards to income/material rewards, where only 42 per cent are satisfied (and almost equal numbers; 38 per cent, are dissatisfied). While the weakest result in terms of satisfaction, income/material rewards is still a strong success story insofar as it is increasing in a strong and steady trend over the last two decades, from only 16 per cent satisfied in 1992.





Generally winter sport athletes (as well as those in targeted sports) are more positive across the board than summer sport athletes in terms of recognition and respect, achievement and pace of development. Team sport athletes are also more positive about the recognition and respect they receive. Satisfaction with achievement is stronger among those aiming to be best in the world (and SR1 cards) and echoed in satisfaction with pace of development. Younger athletes register greater satisfaction with their employers and income as well as with their pace of development and recognition and respect they receive. Regionally, satisfaction with income is higher in Quebec (and therefore among Francophones), whereas respect is highest in Alberta (and to a lesser extent Quebec as well) compared with athletes residing in other areas of the country.

As outlined in Chapter 1, 13 key national team coaches and High Performance Directors were interviewed following the surveys of athletes and coaches. Results from these interviews are cited in this boxed area and in all subsequent sections that are boxed in across the report. These interviewees were asked to comment on the increase in athlete satisfaction with recognition received observed in survey findings. Most agree that there have been improvements in support to athletes on a number of levels in recent years which contribute to this increase. These respondents agree that the increased satisfaction with recognition is due to a number of factors, including:

- Increases in funding available, including the increase in the AAP stipend;
- Increasing support available from CSCs, including increased access to services; and
- “Own the Podium” initiative funding.

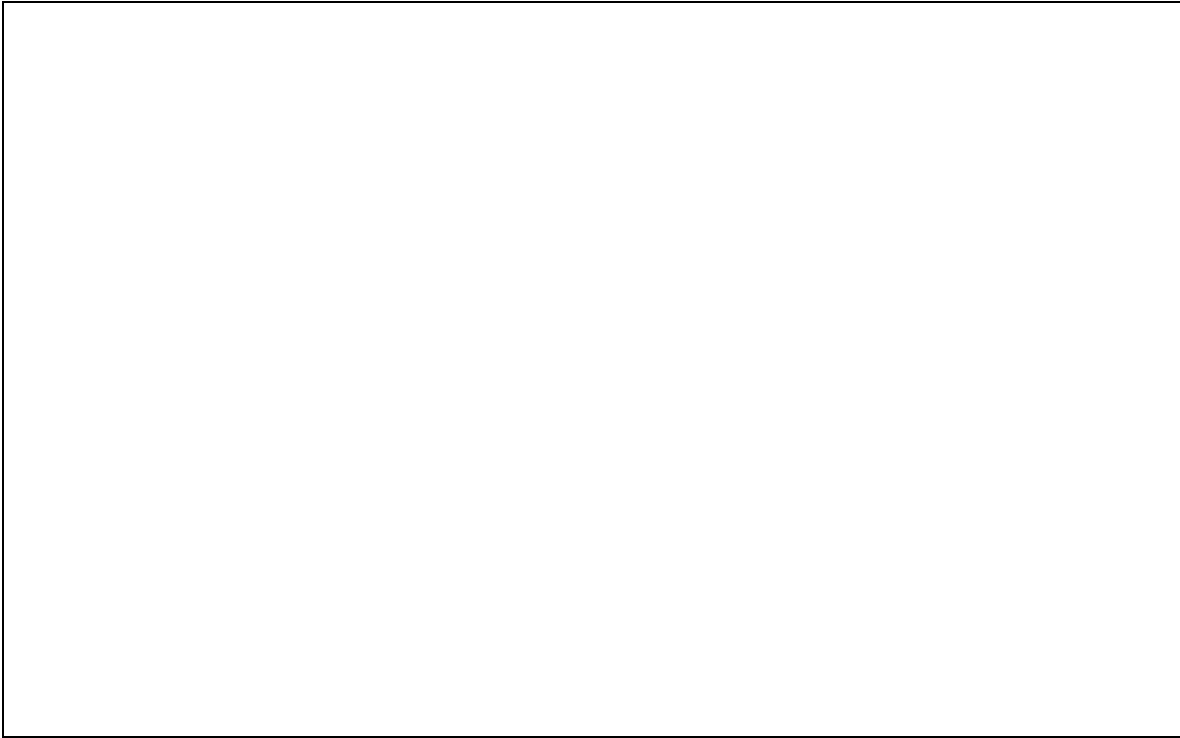
Linked to the last point, the Olympics were identified as another important factor in this increase in satisfaction. While the 2010 Olympics are thought to have affected satisfaction among winter athletes, there is also a sense that the focus on success at the Olympics; increased press coverage from the previous Olympics; and the general increase in support this has resulted in also play a role<sup>1</sup>.

Some interview respondents note that they believe that athlete satisfaction with recognition will vary by sport and even by province, given that the level of support available is sport-specific, and also varies by province (with Quebec being identified as the province which best supports their high performance athletes). This is born out by the variation in survey results.

A small number of interview respondents (two) express surprise with the increase. One of these respondents believes that “athletes get poorly recognized in Canada; in other countries amateur sport is treated like pro sport”, and further argues that “Canada is lacking in both financial and social recognition”. The second respondent notes that “my sport is not one that has been targeted, and the level of support is poor”.

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<sup>1</sup> The interviews took place in the months preceding the 2010 Winter Olympics.

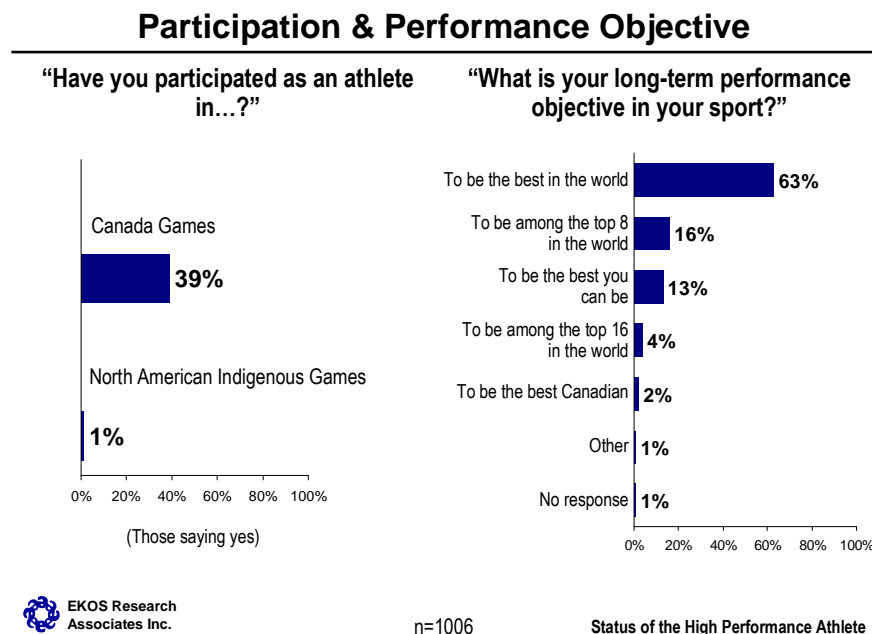


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<sup>2</sup> This comment came from the coach of a non-targeted summer sport

### 3.3 PARTICIPATION & PERFORMANCE OBJECTIVES

In terms of long-term performance objectives nearly two in three respondents (63 per cent) strive to be the best in the world at their sport. A further 16 per cent have set a somewhat more modest goal of ranking among the top eight athletes in the world. Even fewer (13 per cent) would be satisfied with simply performing to the best of their abilities. Other common responses include ranking among the world's top 16 athletes (4 per cent) and being the best athlete in Canada (2 per cent).



Ambitions vary heavily with sports type, sports season, and card type. Being the best in the world is a goal more concentrated among paralympic athletes, winter athletes and athletes in targeted sports. Naturally, the desire for the title of world champion increases with card level, partially because of increase ability as an athlete and partly because of the filtering process of getting to higher card levels. More than eight in ten SR2 card holders aim to be the best in the world, compared to just over half those in possession of a D card. This may not be surprising given that SR2 athletes have typically been carded in their sport for longer and naturally have higher goals than average.

Responses indicate four in ten respondents (39 per cent) have participated as an athlete in the Canada Games while 59 per cent have not. By contrast, only one per cent of respondents have participated in the North American Indigenous Games.

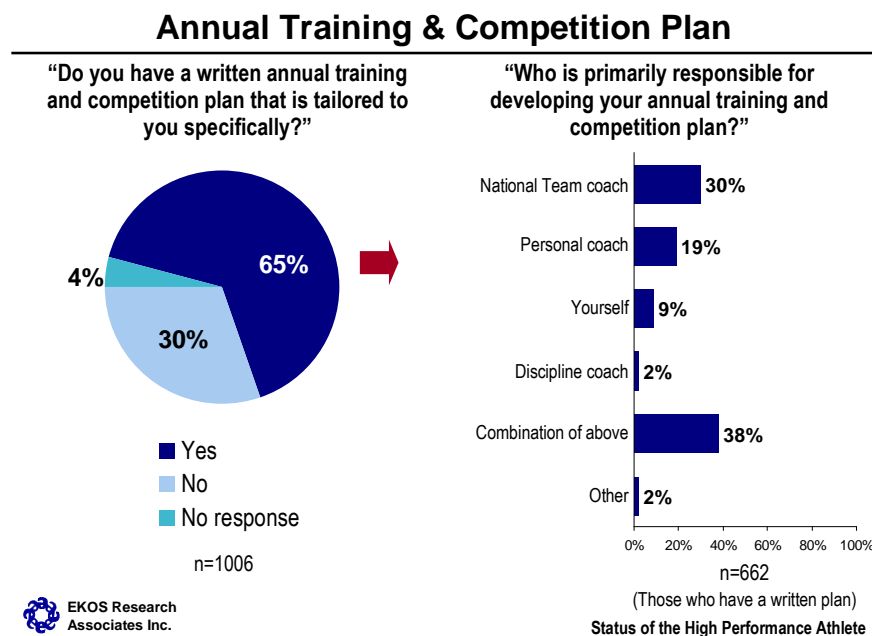


## 4. TRAINING AND COMPETITION

### 4.1 ANNUAL TRAINING & COMPETITION PLAN

Findings show that although the majority of athletes have individual, formalized plans for their development, there is a sizable proportion that do not. Indeed, two in three athletes (65 per cent) have a written annual training and competition plan that is tailored to them specifically. That said, a full one in three (30 per cent) do not.

Of the respondents who have a written plan, 30 per cent had those plans created by their national team coach. In 19 per cent of cases the plan is created by their personal coach. One in ten of these respondents (9 per cent) developed their own plan and 2 per cent follow a plan written by a discipline coach. For about a third of cases (38 per cent indicated) the training and competition plan was a collaborative effort.



Plans are more common among older and more senior athletes than they are among the youngest and most junior athletes; only half of whom have plans. There is also a large difference between athletes in individual and team sport settings. Although three in four athletes in individual sports have plans only half of those in team sports report the same. Looking at specific sport patterns among the main sports,

plans are most prevalent in athletics (97 per cent), sailing (89 per cent), freestyle skiing and speed skating (84 and 82 per cent, respectively).

Not surprisingly, participants in team sports are more likely to rely on a national team coach for the creation of a written plan (37 per cent, compared to 26 per cent for individual sports) while participants in individual sports are more likely to rely on a personal coach (25 per cent versus 7 per cent). Athletes who compete in winter sports are more likely to rely on a national team coach (40 per cent, compared to 25 among their summer counterparts) while summer athletes are more like to follow plans written by a personal coach (24 per cent versus 9 per cent). National team coaches are the author of choice among Olympic athletes (33 per cent, compared to 15 per cent among Paralympic athletes) while Paralympic athletes rely on a combination of sources (52 per cent versus 33 per cent).

The follow-up interviews with the 13 national team coaches and High Performance Directors asked them to indicate, based on their experience, what proportion of athletes they believe have a formalized written training and competition plan that is tailored to them. They were also asked to indicate whether the survey findings on this point correspond to their experience.

Less than a third of these respondents were surprised to find that only two thirds of athletes have an individualized plan; as they believe that virtually all athletes in their sport do possess such a plan and expected results to be higher. In fact, most interview respondents agree that this finding corresponds to their experience; or believe that the results for their own sport would be even lower. A variety of reasons for this situation were provided. First, several interview respondents note that the proportion of athletes with an individualized plan is much lower for team sports. These interview respondents note that most planning and decision-making around training and competition is done as a group for team sports. One interview respondent notes “the finding is better for individual sports where you have a 1 on 1 relationship with the coach. In a team it’s one coach and a whole team of athletes and the focus is more diffuse”. Another acknowledges however that “there should still be an individual plan that focuses on fitness and skill sets”.

Other interview respondents note that in their sport, unfortunately, the primary focus is on the senior and podium athletes, with developmental athletes receiving far less attention in terms of tailored training and competition plans. One states “podium athletes have them but others don’t get them nearly enough”. Another notes “coaches need to become more specific and proactive in the plans for younger athletes; outlining the steps needed to get to the next level so that athletes know what they are working towards and what they have to do to get there”. Similarly, one states “it is unfortunate but the developing athletes are probably not getting the same amount of attention. The program is tiered and everything is linked to performance”. Several interview respondents note that they have to rely on clubs, the provinces or volunteers to develop plans for younger or developing athletes. The problem, one coached noted, however, was that it’s designed as a feeder system. The national clubs rely on the local and regional clubs to training the developing athletes from which the national, senior clubs will draw on the talent. If not enough attention is being paid to the developing athlete then the pool is not there to draw on.

Decentralization is a third factor which is seen to play a factor in the lack of consistency in individual training plans. Coaches note that sports which are not centralized have greater difficulties ensuring that individual athletes have training and competition plans, as the athletes may be “spread out across the country and around the world”. This situation was thought to be more true for summer than winter sports where there is seen to be greater centralization. Another suggests that there is a need for “more and more pointed encouragement of centralization. Without a centralized and systematic approach, the situation is not going to change”.

Finally, one interview respondent wonders if some athletes have a plan but are not aware of it, as it has not been formally sent to them for review. This respondent notes that plans may not be sufficiently communicated to athletes.

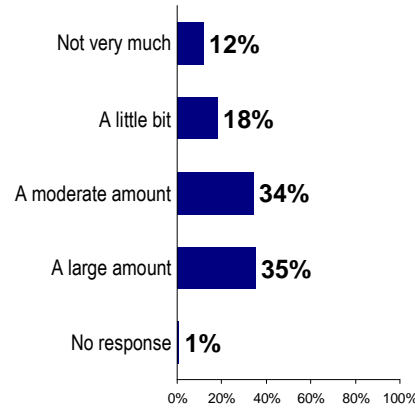
## 4.2 INVOLVEMENT & SATISFACTION OF INPUT

Athletes with a training and competition plan, developed by a coach rated the level of input they had in its development. More than one in three (35 per cent) felt they had contributed a large amount of input and a similar number (34 per cent) described their level of input as moderate. On the other hand, almost one in five respondents (18 per cent) felt that they had only “a little bit” of input and one in ten (12 per cent) felt that their contributions were minimal. Although not shown in the chart, it is not surprising to see that 92 per cent of coaches said that they have a moderate to large amount (70 per cent saying large) of input into their athletes’ plans.

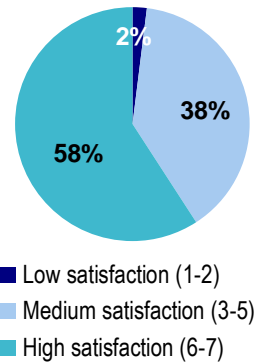
Even though three in ten athletes with a plan had less than ideal involvement in it, six in ten (58 per cent) still said they are satisfied with their level of input its development. An additional 38 per cent are moderately satisfied and very few (2 per cent) expressed any degree of dissatisfaction. Naturally satisfaction level increases with the degree of reported involvement in the plan. In spite of the higher degree of input reported by coaches, satisfaction levels are about the same as reported by athletes.

## Involvement & Satisfaction of Input

“How much input into this plan would you say you had in the past year?”



“How satisfied are you with the extent of input that you had into the development of your training and competition plan?”



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(Those without primary responsibility for written plan)

n=603

Status of the High Performance Athlete

Athletes in individual sports are significantly more likely to report strong involvement in their plan. Fully 76 per cent rated their level of input as moderate or higher, compared with 55 per cent among their team sport counterparts. Regardless of the gap in input, athletes of all sport types, classes, and seasons are all equally satisfied with the extent of input they had into the development of their training plan.

In the interviews, coaches were also asked to comment on findings regarding the level of involvement athletes feel they have in their plans; whether this corresponds to reality; and whether athletes should have greater input than the survey findings suggest they have.

The majority of interview respondents agree strongly that it is important for athletes to have input into their training and development plan. These respondents noted that it is important for athletes to “buy into” their plan, and that a greater commitment to a plan will be achieved through input. As one respondent notes: “athletes need to feel that they have input and that they agree with their plan; otherwise they may not follow it”.

Only a few were surprised to find, however, that so few athletes feel they have a lot of input into their plan. Some interview respondents note that coaches need to find useful ways to involve athletes in the development of their plan; either through having them complete questionnaires or through regularly scheduled meetings to review the plan. One states that coaches often cite lack of time as a barrier to involving athletes in the plan. Others note that there has to be commitment and openness on both sides (the coach and the athlete) to work together and to change a plan when necessary.



Several interview respondents further note that the level of involvement of the athlete in the development of their plan can or should vary depending on their level of experience. These interview respondents note that it is more difficult to involve a junior or developing athlete closely in planning. One states “the involvement from the athlete should increase over time as they mature”. Another indicates “this is one of the roles of a good coach: to help develop and mature their athlete and educate them in training so that they can play a bigger role”. One respondent also notes that paralympic athletes also tend to have less experience in sport (are typically new to sport); making it harder to involve them.

As with the existence of plans, a few interview respondents also emphasize that involvement from the individual athlete in planning is more difficult in team sports; where decision-making and planning tends to occur at the team or group level.

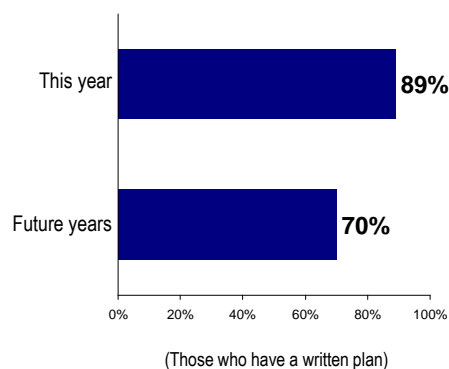
Finally, two interview respondents also note that some athletes have little interest in being involved in planning and prefer to leave this role to their coach.

## 4.3 CURRENT & FUTURE PERFORMANCE TARGETS IN PLAN

Respondents with a written training and competition plan were asked about the inclusion of clear performance targets for both the short and long term. Nine in ten athletes with a plan (89 per cent) said they have clear goals for this coming year. Goals for future years have been set in 70 per cent of cases.

### Current & Future Performance Targets in Plan

“Does your plan include clear performance targets for...?”

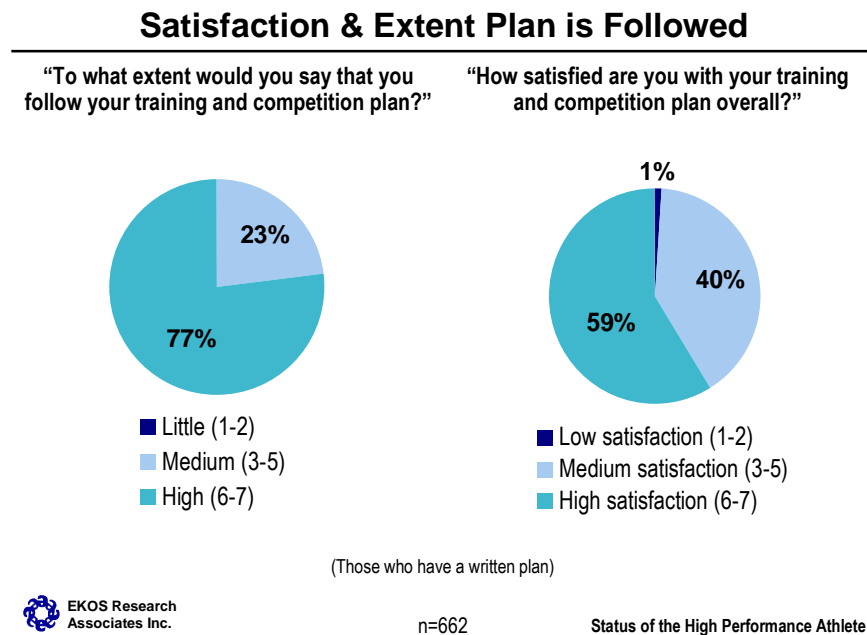


While summer and winter athletes have both set clear performance targets for the coming year, the goals of winter athletes are somewhat more restricted to short term, likely driven by the 2010 Olympic Games. Fully three in four summer athletes (75 per cent) have set goals for future years (likely related to the 2012 Olympic Games), a figure that drops to 59 per cent among winter athletes. Reasons for this difference likely relate to the timing of the winter Olympics/Paralympics, which were to take place less than nine months from the time the survey was conducted and summer Olympics/Paralympics were 3 years away. Similarly, the youngest athletes are more apt to report plans with future targets. By contrast the oldest athletes (30 and over) are the least apt to be planning for the future in their sport.

## 4.4 SATISFACTION & EXTENT PLAN IS FOLLOWED

Respondents with a written training and competition plan were asked to rate the extent to which they follow it. Three in four athletes (77 per cent) indicated that they follow their plan very closely while one in four (23 per cent) follow it somewhat closely. There were no respondents who claimed that they did not follow their plan.

Given the diligence with which athletes follow their training and competition plans, it is not surprising that these respondents have expressed satisfaction with these plans overall. Fifty-nine per cent stated that they are satisfied with their plan, while 40 per cent are moderately satisfied. Only 1 per cent expressed any dissatisfaction with their current plan. Athletes reporting less involvement in their plan are also somewhat less satisfied, but satisfaction is high even with this segment.

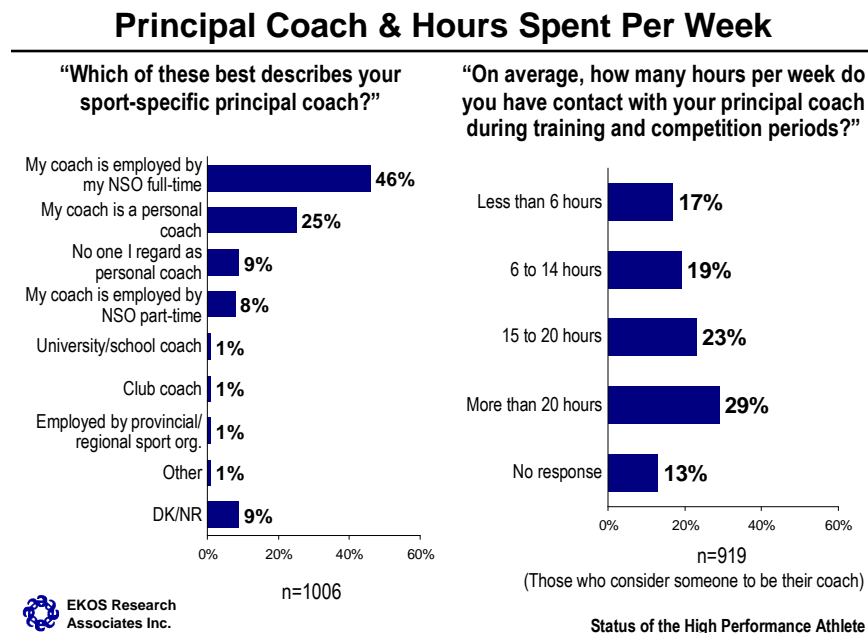


Athletes in team sports as well as those in targeted sports are more apt to say they follow their plan than other athletes. Those in winter sports and again targeted sports, also reported higher levels of satisfaction with their plan.

## 4.5 PRINCIPAL COACH & HOURS SPENT PER WEEK

Nearly half of athletes (46 per cent) have a principal coach who is employed by their National Sport Organization (NSO) on a full-time basis. In contrast, one in four athletes (25 per cent) follows the direction of a personal coach who is not employed or contracted by their NSO. An additional one in ten athletes does not train under the guidance of anyone they consider to be their coach (9 per cent) or is managed by a coach who is employed by their NSO on a part-time basis (8 per cent).

Those who train under someone they consider to be their coach also indicated that they spend a great deal of time with that individual. Fully 29 per cent of these respondents spend a minimum of twenty hours per week with their principal coach during training and competition periods. An additional 23 per cent spend between fifteen and twenty hours with their coach. One in five (19 per cent) spend between 6 and 14 hours and one in six (17 per cent) spend less than six hours per week. Overall, athletes spend an average of 19 hours per week training with their coaches.



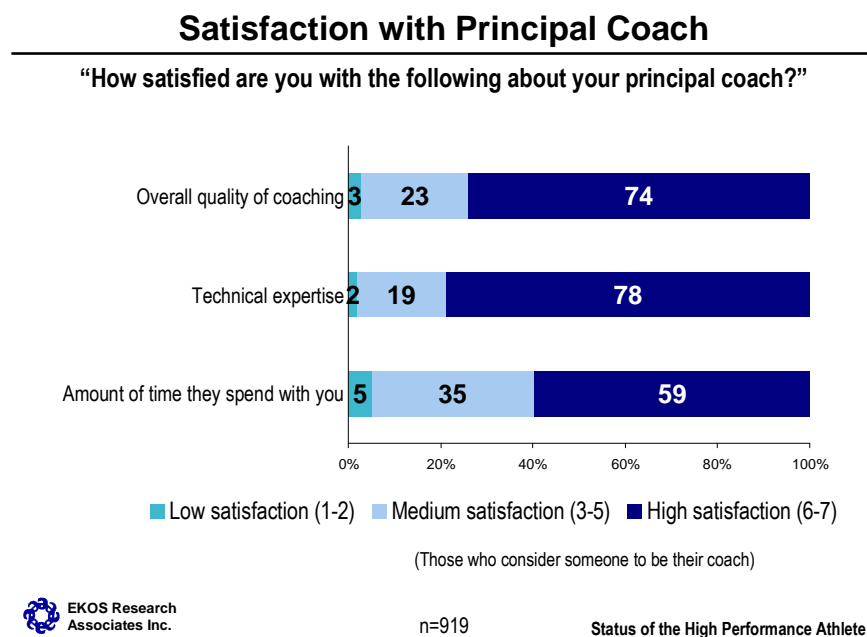
Winter athletes and Olympic athletes are somewhat more likely to rely on a coach employed by their NSO on a full time basis. Indeed, 57 per cent of winter athletes (compared to 42 per cent among summer athletes) and 49 per cent of Olympic athletes (42 per cent among Paralympic athletes) rely on a full time NSO-employed coach. Furthermore, these athletes spend significantly more time with their instructors. Olympic athletes spend an average of 20.6 hours per week training with their coaches (compared to 11.4 hours among Paralympic athletes). Athletes engaged in winter sports have an average 21.2 hours of contact per week (18.0 hours among summer athletes), which is also reflected in the targeted versus non-targeted sport patterns.

Athletes who compete in individual sports, in contrast, are more likely to fall under the management of a personal coach (32 per cent, versus 13 per cent of team sport athletes). Moreover, a clear majority of these athletes (58 per cent) spend more than 15 hours per week training with their coach, compared to 40 per cent of those engaged in team sports. Women report more time with coaches than men, as do 20 to 24 year old athletes. The oldest athletes (30 and over) report the least time with coaches.

There is considerable difference by card level as well. A full 71 per cent of SR2 athletes say they work with the NSO coach (a number that is in the 40's for athletes in other levels). Developmental athletes are slightly more apt than other athletes to say that they have no one working with them as a personal coach (12 per cent). C1 card athletes stand out with the highest number of personal coaches (33 per cent). It is also the C1 card athletes that report the highest concentration of time spent with their principal coach (22 hours a week), although SR2 are not far behind at 21 hours a week.

## 4.6 SATISFACTION WITH PRINCIPAL COACH

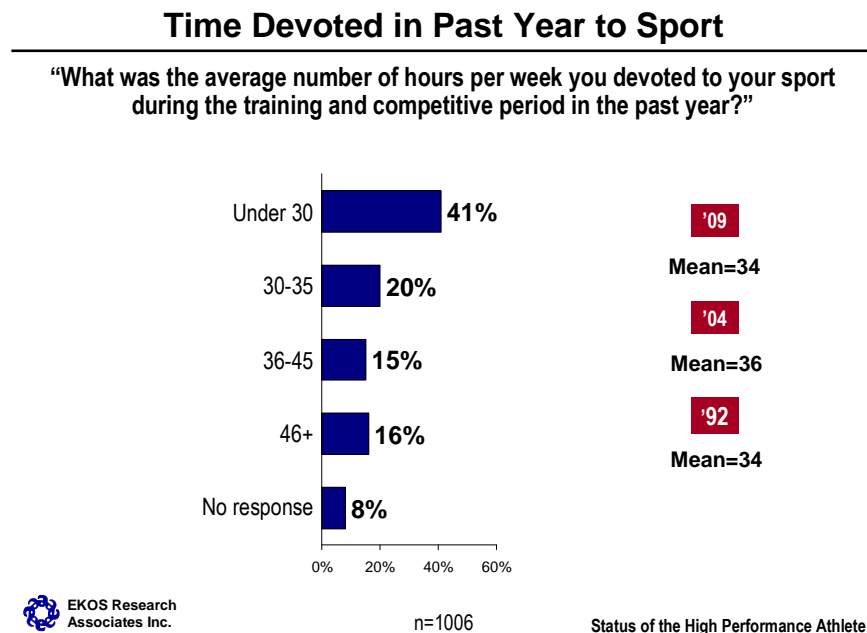
Findings point to a high level of satisfaction with the quality of the coaching. Responses suggest that athletes are highly satisfied with their coaches. Three in four respondents (74 per cent) rated themselves as highly satisfied with the overall performance of their principal coach (indicating a six or seven on the seven point scale where seven is extremely satisfied). Furthermore, 78 per cent said that they are very satisfied with the technical expertise demonstrated by their coaches. The degree of contact between athletes and their coaches garners somewhat less satisfaction, though nearly six in ten athletes (59 per cent) are still very satisfied with the amount of time spent with their principal coach.



It is interesting to note that even though different segments of athletes have significantly different amounts of contact with their principal coaches; these gaps do not appear to have translated into varying levels of satisfaction. Both summer athletes and winter athletes are equally satisfied with the amount of time spent with their coaches. Paralympic athletes (52 per cent), and those who participated in team sports (52 per cent) however, expressed somewhat less satisfaction on this indicator than their Olympic counterparts (61 per cent) or those engaged in individual sport (63 per cent).

## 4.7 TIME DEVOTED IN PAST YEAR TO SPORT

Responses indicate that the amount of time athletes devote to their sport has remained relatively unchanged over the last two decades. Overall, the average number of hours allotted by athletes in any given week stands at 34; essentially unchanged over time. The plurality of athletes (41 per cent) spends less than 30 hours per week training and competing. One in five (20 per cent) allocate between 30 and 35 hours in any given week. One in six athletes devote from 36 to 45 hours (15 per cent) or more than 46 hours (16 per cent).



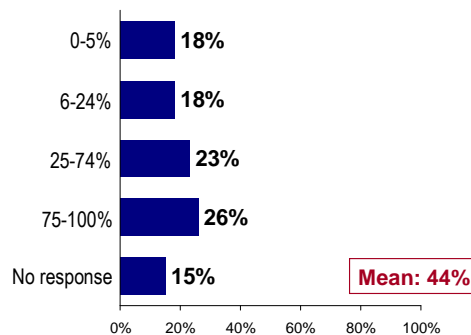
Athletes involved with winter sports, individual sports, and Olympic sports all devote significantly more time to training and competitions than their counterparts. Summer athletes spend an average of 30 hours per week training and competing, compared to 42 among winter athletes. Individual sports lead athletes to allocate an average 36 hours per week versus 31 hours for team sport participants. Lastly, Olympic competitors spend an average of 36 hours in a week to their sport, compared to the 24 hours allotted by Paralympic athletes. Results are relatively flat with regard to time spent by card level, although SR2's spend the most time at an average of 40 hours a week and developing athletes bring up the rear with 31 hours a week.

## 4.8 PERCENTAGE OF ANNUAL TRAINING PROGRAM SPENT WITH CANADIAN NATIONAL TEAM

Athletes were asked to report the percentage of their annual training program that is spent with the Canadian National Team (national team) supported by National Team staff with heavily polarised results. While 36 per cent of respondents spend less than a quarter of their training time with the national team (including 18 per cent who devote less than five per cent of their time) another 26 per cent spend at least three-quarters of their time with the national team. A further 23 per cent spend from 25 per cent to 75 per cent of their training time with the national team. Overall, the training average time spent with the national team is 44 per cent.

### Percentage Spent with Canadian National Team

“What percentage of your annual training program is spent with the Canadian National Team, supported by National Team staff?”



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n=1006

Status of the High Performance Athlete

The amount of time spent training with the national team is considerably higher among winter sports (59 per cent) compared with less than 40 per cent in summer sports. This is perhaps not surprising given that most individual winter sports compete on a World Cup circuit over the winter months and therefore the proportion of time with the national team is higher. Regionally, the highest concentration of time spent with the national team is among athletes in Quebec, and to a slightly lesser extent, in British Columbia. This is likely because there is a higher concentration of winter sports in British Columbia and Quebec. The least time is spent with the national team when athletes reside in the Prairies, Atlantic provinces or in Ontario. It is also highest among C1 and SR2 cards. Not surprisingly, developing athletes spent the least time training with the national team. Results vary accordingly by age of the athlete with the youngest athletes spending the least time with the team.





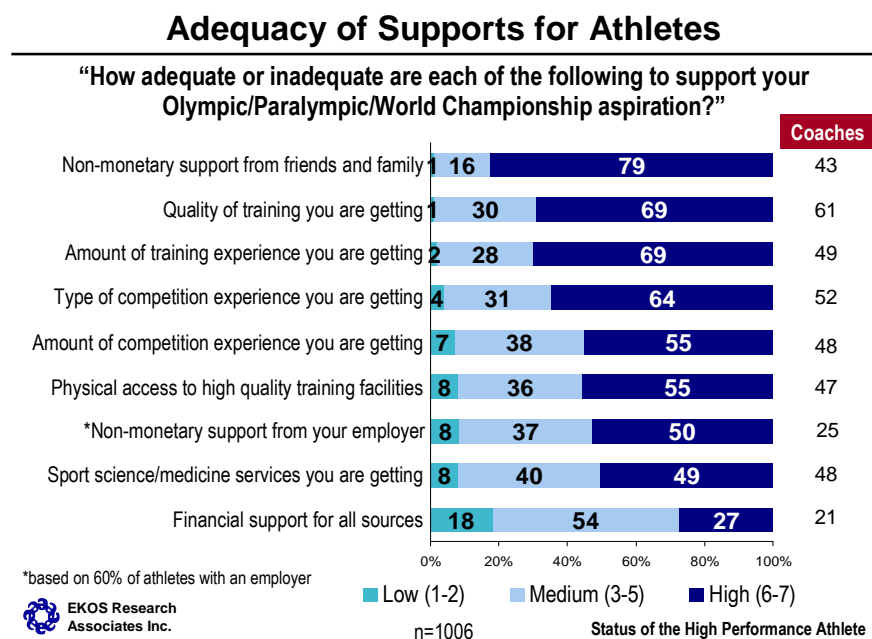
## 5. TRAINING AND COMPETITION

### 5.1 ADEQUACY OF SUPPORTS FOR ATHLETES

In this section, athletes rated the adequacy of the support they receive from various sources. The results suggest that athletes are particularly content with the non-monetary support they receive from friends and family. Indeed, 79 per cent of athletes rated support from friends and family highly. Also garnering fairly high levels are the amount and quality of training received (69 per cent in both cases), as well as the type of competition experience (64 per cent).

Levels of adequacy drop off considerably, however, in other areas of support. Approximately half of athletes are positive about their access to high quality training facilities (55 per cent), the amount of competition they experience (55 per cent), and their access to sport science and medicine (49 per cent). Only one in three athletes (30 per cent) feel that the non-monetary support received from employers is adequate, though this indicator is not applicable to 40 per cent of respondents. Lastly, the results suggest that athletes are only modestly satisfied with the financial support they receive in general, with only 27 per cent rating it as adequate (though 54 per cent rated it as moderately adequate).

Coaches are generally less positive than athletes with regard to the adequacy of support across all areas. The widest gape is with regard to support from friends and family, with only 43 per cent of coaches saying that this type of support is high.



On every indicator, athletes in winter sports provided significantly higher ratings with regard to the support they receive, likely driven by the timing of the 2010 Olympics and the fact that almost all winter sports are targeted unlike their summer counterparts. This gap is particularly pronounced on the type and quality of competition experience the athletes receive. Fully 81 per cent of winter athletes feel that the type of competition experience they are getting is adequate (compared to 58 per cent among summer athletes) and three in four (76 per cent) are positive about the amount of competition experience they receive compared to just 47 per cent among their summer counterparts. The same pattern exists for targeted versus non-targeted sports. Athletes in individual sports are more positive than those in team sports regarding the amount of training and type and amount of competition experience, although team sport athletes are more positive about the financial support they receive. In many cases it is the SR1s who are the most positive, particularly with respect to the quality of training, amount of competition and sport science and medicine services received. Men are more positive than women on quality and amount of training, and the amount of competition, although women are more positive about the financial support they receive. Correspondingly, results are more positive with regard to monetary and non-monetary support in Quebec. Quebecers are also more positive about the quality of training they receive, which is also more prevalent in Alberta, as is the ratings of physical access to high quality training facilities.

High performance coaches interviewed did not express surprise at the survey findings from athletes and coaches regarding satisfaction with the amount and type of competition experience being obtained. In fact, a few expressed surprise that the results are even as positive as they are. Furthermore, many interview respondents underscore the importance of competition, particularly international competition, in the development of an athlete. One notes “exposure to international competition is of the utmost importance in the development of an athlete”. Interview respondents identify a number of factors which they believe influence these results:

- Lack of funding generally<sup>3</sup>: Many note that access to competition opportunities is limited by budgets and access to the necessary funds. One notes that, in their sport, most of the top countries play 30 international matches a year while their team only played 10 last year. Another stated “it’s all about money. I’m covered for competitions from April to July and then the money runs out”. This same respondent argues that “if Canada wants its amateur athletes to be serious and go to competitions and be the top in the world they need to be funded to support their needs”.
- Tiered funding: Several respondents note that funding is targeted to the highest performing athletes, which limits competition opportunities for other athletes. These respondents state that unless an athlete is carded at the SR, SR1 or SR2 levels, the amount of funding available for them to participate in competitions is limited.

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<sup>3</sup> This comment came from the coach of a non-targeted summer sport

- Lack of “home” competitions: Several interview respondents argue that “we need hosting to create competition opportunities”. They note that in most sports, there are few international competitions hosted in Canada. Travel to Europe for competitions is costly<sup>4</sup>. The fact that Canada is isolated (with US being our only neighbour) is identified as limiting access to competition opportunities. Home competitions are also seen as advantageous in terms of limiting travel time for athletes. A few interview respondents do note, however, that access to home competitions varies and is higher for some sports (e.g., skiing, swimming). These observations seem related to the overall theme of the geographical challenges faced in a large country like Canada, where athletes are spread out and forced to travel for competitions, or to whether the sport is targeted.

When asked what could be done to improve the situation, suggestions provided mirror the concerns or factors identified. Suggestions for improvement include: more funding for developing athletes to participate in competition; increased funding for competition generally; and hosting more international competitions in Canada.

Interview respondents were also asked to comment on survey findings from athletes and coaches regarding the adequacy of the quality and amount of training athletes receive. Interview respondents were not surprised by the survey findings, and identified a number of factors which limit the amount and quality of training athletes receive, namely:

- Funding;
- Access to international training partners;
- Access to high quality training facilities in Canada;
- Availability of high quality coaching in Canada; and
- The decentralized nature of many sports.

On the last point, many interview respondents note that having athletes and coaches “spread out across the country”, creates challenges. As one notes “this means travel time and travel costs. Also, athletes have a life; they can’t be on the road all the time - it takes up too much of their lives”. Another states “the size of the country and the difficulties achieving centralization is a factor”.

One respondent summarizes a number of the challenges by stating: “this requires a much greater infusion of funding to sport support staff, athlete income, facilitates the whole system, in order to give athletes the access to a high quality training environment daily.”

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<sup>4</sup> These comments came from coaches of non-targeted sports

Interview respondents were invited to comment on the ratings athletes and coaches provided to the level of access to sport sciences and sport medicine services. Issues affecting access to sport sciences and sport medicine are similar to those affecting access to competition and quality of training, and include:

- Decentralization: Interviewees most commonly attribute lack of access to the issue of decentralization. Several note that it is difficult to provide services to athletes when they are located around the world.
- Tiered support<sup>5</sup>: Many respondents note that access is very good for those athletes at the highest level of performance, or in sports which are performing well, but that access can be much poorer for others. One notes “if you aren’t at a senior level and in a top sport then you aren’t going to see the same level of service”. Another notes “we are not in a targeted sport and cannot access services. There are qualified people out there but we cannot access them; yet we’re expected to improve and perform without the benefit of this expertise, these services”.
- Variations by province and by CSC: As with other types of support, several interview respondents note that access and support can vary significantly by province. Others note that each CSC is slightly different in how they provide access.

In terms of potential improvements, many suggestions focused on increasing centralization. One respondent states: “the institute model people are talking about with centres of excellence is the way to go. It is necessary to centralize in some locations”. Another suggests that we “need to find ways of extending services to athletes at a distance”. Others suggest improving access to developmental athletes or lower performing sports to provide them with the maximum opportunities to reach a higher level of performance.

Perhaps in contradiction to the argument for increased centralization, some respondents suggest that the expertise provided needs to be sport specific. One states “the multi-sport centre approach is inefficient; the expertise needs to be specific to the sport”. Others suggest that expertise should not only be sport-specific, but that it should follow the team. One suggests “these services should be like coaching; the specialists follow the athletes, providing consistent and ongoing support”.

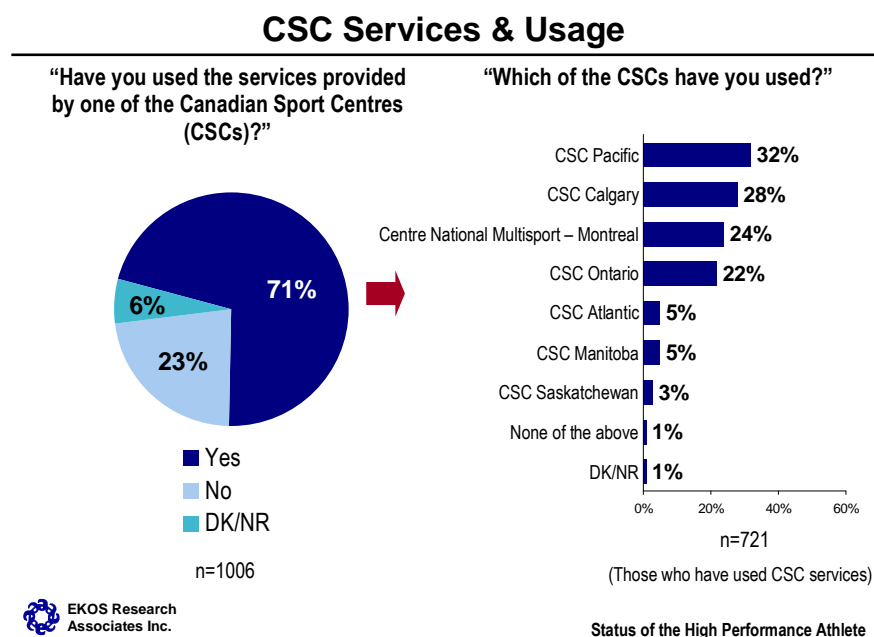
Several interview respondents do note, however, that there have been substantial improvements in access to sport science and sport medicine in recent years. In fact, one states “in the last four years it has gotten better than ever before. Services are as good as anywhere in the world”. Another states “there have been improvements and access has improved”.

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<sup>5</sup> These comments came from coaches of non-targeted sports

## 5.2 CSC SERVICES & USAGE

Survey findings point to a fairly high rate of usage of the Canadian Sport Centres (CSCs). Seven in ten athletes (71 per cent) indicated that they have used CSC services. CSC Pacific and CSC Calgary are used most often, according to 32 per cent and 28 per cent of athletes, respectively. One in four has used Centre National Multisport Montreal (CNMM)(24 per cent) and one in five has accessed CSC Ontario (22 per cent). Less frequently used are CSC Atlantic (5 per cent), CSC Manitoba (5 per cent), and CSC Saskatchewan (3 per cent).

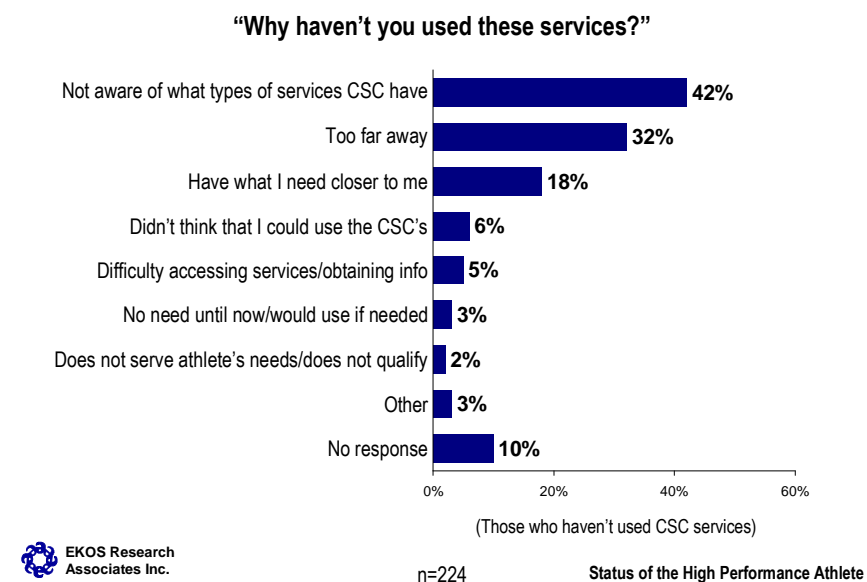


Usage rates are significantly higher among winter athletes (79 per cent) compared to 68 per cent among summer athletes, and participants in individual sports (76 per cent) versus 63 per cent for team sport competitors. Usage also appears to increase with card type. Fully 85 per cent of SR2 card holders and 79 per cent of SR1 card holders use the services of a CSC; this figure drops steadily to 61 per cent of athletes in possession of a D card as CSCs generally provide fewer services to D carded athletes. As expected, the Calgary CSC has the highest concentration of winter athlete users.

## 5.3 REASON(S) FOR NON-USAGE OF CSC SERVICES

Those 224 athletes who have not used CSC services cited a general lack of awareness and geographical locations as their primary reasons for not accessing these facilities. Indeed, the plurality of these respondents (42 per cent) claimed that they were simply not aware of the types of services available through the CSCs. One in three (32 per cent) athletes said that the facilities were too far away and a further one in six (18 per cent) identified comparable services that were more conveniently located. A small number of athletes did not realise they were eligible for these services (6 per cent), had difficulty accessing these services (5 per cent), had no need for these services (3 per cent), or said the services simply did not meet their needs (2 per cent).

### Reason(s) for Non-Usage of CSC Services



Participants in individual sports were the most likely to identify geographical restrictions as their reason for not accessing CSC services, 40 per cent, compared to 23 per cent among team sports competitors. Geographical location was also an issue more often raised by SR carded athletes (49 per cent), as well as among older athletes (47 per cent among 25-29 year olds; 57 per cent among those 30 and over).

## 5.4 INDIVIDUALS PROVIDING ADVICE ON SERVICE(S) TO ACCESS

In terms of individuals who typically provide them with advice (multiple responses accepted), four in ten athletes (42 per cent) listed a national coach. An additional one in four athletes (27 per cent) said it was a personal coach. One in five said a CSC service manager (21 per cent) gives them advice and one in six makes their own decisions without external input (17 per cent). One in ten relies on CSC Sport Science Manager/Advisor (11 per cent), NSO's High Performance Director (10 per cent), or NSO's Athlete Service Managers (7 per cent). Other less often relied upon sources include other athletes' trainers or coaches, trusted peers, physiotherapists, and provincial sport bodies.

### Individual Providing Advice on Service(s) to Access

**"Of the following people, who typically provides you with advice on what sport science and sport medicine services you should be accessing at the CSC?"**



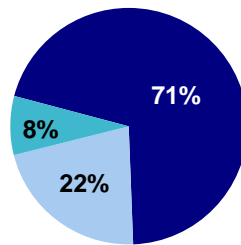
As seen in previous sections, summer athletes and participants in individual sports are relatively more likely to follow the guidance of a personal coach. One in three athletes named a personal coach as a source of advice (32 per cent among individual sports participants and 30 per cent of summer athletes), compared to 17 per cent among team sports competitors and 20 per cent among winter athletes.

## 5.5 ACCESSIBILITY OF SERVICES REQUIRED FROM CSC

Athletes who have used CSC services are largely satisfied with their accessibility. Of the athletes who have used CSC services in the past, seven in ten said that they were able to access all of the sport science and sport medicine services needed over the last twelve months. Nonetheless, just over one in five athletes (22 per cent) indicated some difficulty in accessing at least some of the services.

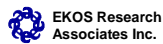
### Accessibility of Services Required from CSC

**"Were you able to access all the sport science and sport medicine services you needed over the last 12 months from your CSC?"**



■ Yes  
■ No  
■ DK/NR

(Those who have used CSC services)



n=721

Status of the High Performance Athlete

Athletes engaged in individual sports were more apt to say that they did not access the services, according to one in four, compared to just 14 per cent among team sport athletes. Summer athletes also reported less accessing of services (24 per cent, compared to 16 per cent among winter athletes). No group stood out in terms of card level although C1 card athletes were most apt to say that they were able to access CSC services. It is the older athletes, however, who were most likely to report that they did not access CSC services (27 to 30 per cent of those over 25 years of age). Only speed skaters are considerably more likely than average to say that they use services of CSC's (90 per cent), which is not surprising given that a significant number are located and train in Calgary where services tend to be delivered on-site.



## 5.6 ADDITIONAL SERVICES OF INTEREST

The relatively small number of athletes reporting a lack of access to services (n=158) were asked to suggest potential sport science and sport medicine services that they would like to receive. While eight in ten of these athletes (83 per cent) offered suggestions, there is little agreement in terms of an optimal course of action. The most common suggestion is to improve access to physiotherapy, massages, and recovery, though this idea was raised by only one in four respondents (27 per cent). One in five respondents pointed to improved access to services, support, and information more generally (19 per cent) or improved training and physical testing (17 per cent). One in ten suggested greater access to specific specialists (11 per cent), improved quality of medical attention (11 per cent), or nutritional counselling (8 per cent). A small number of these respondents also said sport psychology (7 per cent) and alternative medicine (3 per cent) would be welcome additions. In terms of other services, most talk about access to any services or improved access to services that they have limited access to currently, including those in smaller communities. Lists of facilities in an area and lists of services and conditions provided by the CSC were also suggested.

### Additional Services of Interest

**“What additional sport science and sport medicine services would you like to receive?”**



(Those who did not receive necessary services)

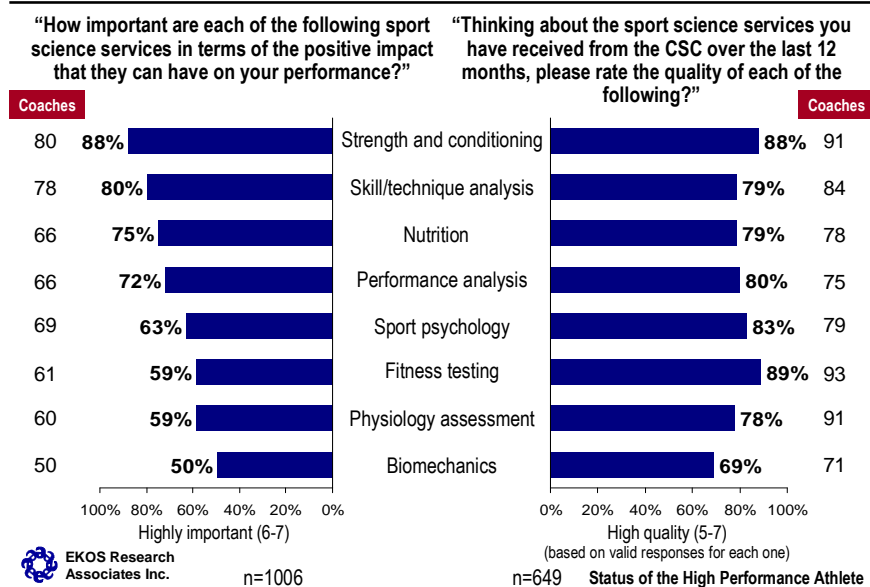
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## 5.7 IMPACT OF SPORT SCIENCE SERVICES & QUALITY RATINGS

Athletes were asked about the relative level of importance of various sport science services provided by the Canadian Sports Centres (CSCs), as well as the quality of each of the same services. At the top of the list is strength and conditioning, with 88 per cent of respondents rating it of high importance. Eight in 10 athletes also feel that skill and technique analysis (80 per cent) and nutrition (75 per cent) are crucial services. Seven in 10 respondents (72 per cent) attach a high level of importance to performance analysis and two in three see sport psychology (63 per cent), fitness testing (59 per cent) and physiology assessment (59 per cent) as key services. Biomechanics is seen as somewhat less of a priority, though it is still deemed very important by 50 per cent of respondents.

Overall, athletes appear to be highly satisfied with the quality of sport science services that they receive from CSCs. At the top of the quality list is fitness testing, closely followed by strength and conditioning, at 89 and 88 per cent, respectively. While fitness testing is not rated as highly in importance, strength and conditioning is at the top of the importance list so a high quality score is critical. Sport psychology is rated third on quality with 83 per cent of athletes giving it a positive score. Performance analysis, nutrition, skill analysis and physiological assessment are next with roughly eight in ten ratings being provided on the positive side. This is particularly important for nutrition; rated third in terms of importance to performance. Biomechanics trails the list with 69 per cent of athletes providing a positive rating on quality of service. That being said, it is also lowest on the importance/impact scale as well.

### Impact of Sport Science Services & Quality Ratings



The results suggest that, in general, winter athletes place a somewhat higher level of importance on the services provided by the CSC than their summer counterparts, as do women compared with men. Certainly for the winter versus summer pattern, this is likely related to the strong in-person use of services at the Calgary CSC. Additionally, the youngest athletes (under 20), and as a consequence D card athletes, place more importance than older athletes on nutrition and fitness testing. Greater emphasis is also placed on these services among team sport athletes compared with those in individual sports. Biomechanics has a particular pattern whereby paralympians, Ontario athletes and those in target sports each accord it a higher level of importance on performance than other athletes do.

Athletes involved in team sports are more positive in their assessment of the quality of nutrition, fitness testing, skill analysis and biomechanics services. Paralympians are more positive than Olympians with regard to quality ratings of skill analysis and performance analysis. Sport psychology received higher marks from SR1s than other athletes, while D card athletes rated nutrition more positive than others did. The youngest athletes, primarily D card athletes, (under 20) are also more positive than others about the quality of fitness testing services. Francophones are more positive than Anglophones in terms of nutrition and sport psychology.

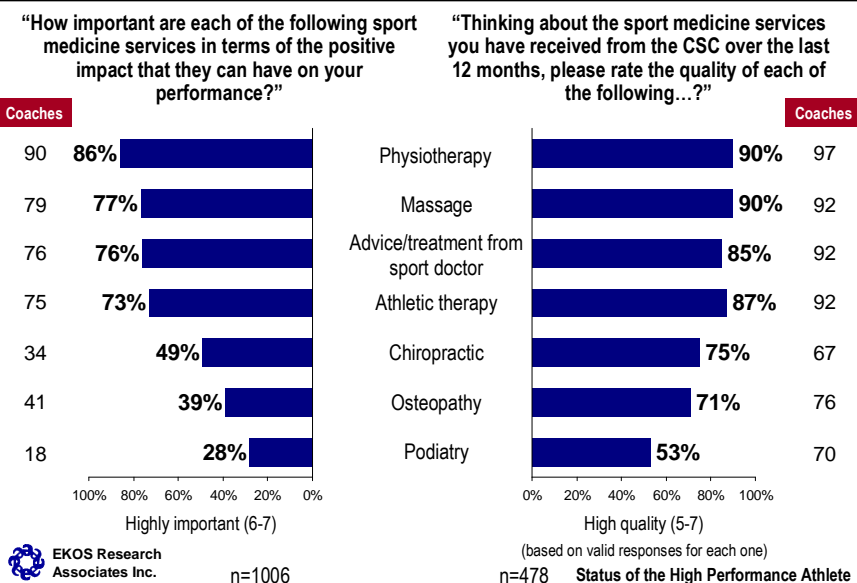
Coach interview respondents were asked to confirm that the top three services (strength and conditioning, skill/technique analysis and nutrition) seem to fit their own perspective. Interview respondents note that top services can be expected to vary by sport. Only one interview respondent indicates that they would concur with the top three services from survey findings with regard to importance of difference services as well as the quality that athletes receive, in the same order. Others identify different top services, or only identify one of the three listed in addition to other services. For example, several identify sport psychology as the area they consider the most important, and where they have seen the greatest results. Several others identify biomechanics and technique analysis as being the most valuable service. Finally, one notes that physiotherapy and massage are critical to their paralympic sport given that they must treat spasticity in their athletes.

## 5.8 IMPACT OF SPORT MEDICINE SERVICES & QUALITY RATINGS

Athletes were similarly asked to rate the importance and service quality of various sport medicine services provided by the Canadian Sports Centres (CSCs). In terms of importance to performance physiotherapy is perceived as the most important service, with eight in ten respondents (86 per cent) rating it as highly important. Three-quarters of respondents listed massage therapy (77 per cent), advice and treatment from a doctor (76 per cent) and athletic therapy (73 per cent) as key services. Other medical services garnered lower importance ratings including chiropractic services (49 per cent), osteopathy (39 per cent), and podiatry (28 per cent).

In general, the quality of sport medicine services provided by CSCs has been rated highly by athletes. It is also interesting to note that services deemed as most important by athletes also received positive reviews in terms of quality, suggesting that CSC priorities with regards to sport medicine are highly attuned to those of the athletes. Physiotherapy and massage therapy were rated positively by nine in ten in terms of quality. Also high on the scale are athletic therapy (according to 87 per cent providing a positive rating), and advice/treatment from a doctor (85 per cent). Chiropractic services received a positive rating from 75 per cent, followed by osteopathy with 71 per cent giving it a positive mark. Podiatry received a significantly lower average rating, with just over half (53 per cent) giving it a mark.

### Impact of Sport Medicine Services & Quality Ratings



Overall, the results of coaches are quite similar to those of the athletes. In terms of importance of these services physiotherapy is at the top, followed by massage and advice from a doctor. Both chiropractic and podiatry service are rated as marginally less important by coaches relative to athletes, although both groups rank them at or near the bottom of the list. In terms of quality, ratings are also similar, although coaches are marginally more positive than athletes about physiotherapy, advice of a doctor and podiatry, while results are marginally less positive regarding chiropractic services relative to the ratings of athletes.

In terms of importance, team sport athletes place more importance than individual sport athletes on physiotherapy, advice from a doctor and athletic therapy; while individual sport athletes place more emphasis on massage than team sport athletes do. Paralympians also place more emphasis on massage. SR and SR1 athletes emphasize the importance of massage, advice from a doctor and chiropractic services more than other athletes. Athletes in targeted sports also rate massage and chiropractic services higher. Physiotherapy is rated highly across the board, but it is rated highest among C1 athletes. Chiropractic services are also seen as more important among women, Anglophones and residents of Ontario compared with other athletes.

In terms of service, quality ratings are largely uniform across all athlete segments. Team sport athletes provide higher ratings than their counterparts for advice from a doctor and athletic therapy. SR1 athletes gave a higher rating to chiropractic services than other athletes, as did Anglophones. Francophones stood out with higher ratings than Anglophones on advice from a doctor.

Interviewees were asked to comment on whether the services rated as important in the survey findings also matched their own perspective, as well on any concerns with access to these services. Access to services, particularly to doctors, was the focus of comments provided by respondents. Most interview respondents identify advice or treatment from a sport physician as highly important, but note that their involvement with athletes is insufficient at present. One notes that “more team doctors are necessary; they need to be more involved”, Another states “doctors don’t have the same close relationship with athletes as therapists do – you see them only when there’s a problem”. Yet another comments “we can’t afford a full-time doctor so we have to use clinics. Obviously it would be better to have a full-time physician on the team”.

In terms of access to services generally, one respondent underscores again that decentralization affects access and that “athletes may not always have access to services where they train”. Access to services for developmental athletes and sports that are not “targeted” is also identified as a more significant issue or concern than access for those at a high level of performance.

Several interview respondents underscore the importance of having sport-science and/or sport-medicine specialists follow the athletes to ensure they benefit to the extent possible from these services. As one interview respondent states “specialists should follow the athletes. They should be with

them when they are away training or in competition to ensure prevention". Another states "having this input from sports medicine and sports science enables athletes to train longer, get fewer injuries and recover faster. The point is to keep everyone healthy all of the time if possible so they can maximize their time".

There were few specific comments on the importance of or access to massage, although one respondent felt that massage was over-rated in terms of importance by athletes.

In addition to the evidence of athletes and coaches regarding importance of the various sport science and sport medicine services, CSC Presidents and Service Managers were also asked about the level of demand that they see for these same services that they offer at their CSC's. At the top of the list are massage and physiotherapy, according to nine in ten respondents. This is followed by eight in ten reporting a high demand for sport psychology services, and three in four indicating a high demand for strength and conditioning. Two in three say that there is a strong demand for physiological assessment and monitoring and six in ten said that athletic therapy sees a high demand. The lowest demand reported is for career planning services, podiatry and osteopathy. This is followed by employment assistance, biometrics, skill/technique analysis and chiropractic services.

Respondents were also asked if current services could be enhanced by increased availability, or quality, to which nine in ten agreed that services could be enhanced. When asked which services they could see enhanced, many pointed to physiology assessment and monitoring, strength and conditional and career planning services. This was followed by performance analysis, sport psychology, and massage. In order to enhance these services, respondents said that funding, and additional staff to provide services (or ability to contract out for service providers) would be needed.

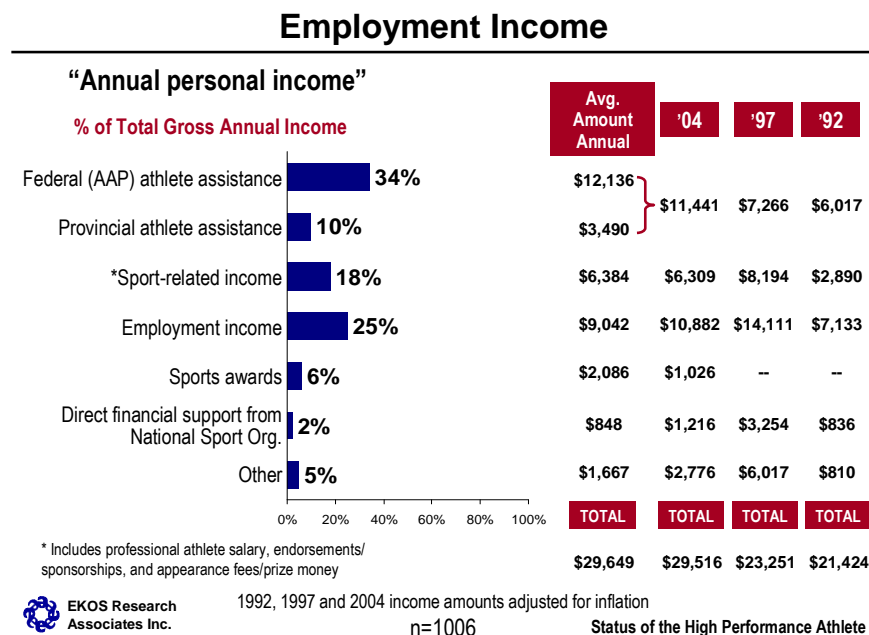
About half of CSC representatives said that athletes need services that they are not getting, although responses were varied in terms of what those services were, such as physiotherapy, sport psychology, accommodation, additional financial support, nutrition/food program, education and employment counselling, job training, transition, etc. Making these services available would reduce the number of injuries and increase recovery time (according to three representatives in each case). Two said that this would result in an increased number of training days. Others suggested that athletes could reach their potential faster and see better results in competition.

## 6. FINANCIAL PICTURE

### 6.1 ANNUAL INCOME

Carded athletes report an average annual income of \$29,649 (for 2008). The average personal income for Canadians in 2008 was approximately \$38,000, as reported by Statistics Canada. The largest proportion of this income is derived from government assistance; roughly half of athletes' average income is from either Federal and/or Provincial athlete assistance. Of this government assistance, the majority is from the Federal level (\$12,234 annually on average) while Provincial athlete assistance is less prominent (\$3,499 annually on average). Smaller proportions of athletes' incomes are derived from sport-related sources (such as professional salaries, endorsements/ sponsorships or appearance fees/prize money - an average of \$6,604), actual employment income (\$8,787 annually) or sports awards (\$2,164). Only a very small proportion is derived from the National Sport Organization (\$843) or other sources (\$1,630 annually).

The 2008 annual average personal income for high performance athletes is fairly stable from 2004 when the 2004 findings are adjusted for inflation to 2008 constant dollars. While government athlete assistance has become increasingly prevalent as an income source, employment income has gone down. In 1992 and 1997, the largest proportion of income came from employment rather than government assistance while, in 2004, government assistance was the most prevalent source of an athlete's income (accounting for roughly a third) and currently it accounts for roughly half an athlete's income.



The table below indicates that winter sport athletes are commanding considerably higher incomes than summer sport athletes. This is also true of those in individual and targeted sports. In both cases the difference is heavily concentrated in sport-related income. The sport-related income increases by card level. The figure that stands out is that for SR 1 and 2s whose income is more than double that of Ds and C1s, and approximately 50 per cent more than the average of all athletes. Sport-related income is also double for winter sport athletes compared with summer sport athletes, which is also true for individual sport athletes compared to team sport athletes and targeted, compared to non-targeted sport athletes. Paralympians are also making much more income, although this is more in employment income. It is also useful to note that the paralympians are typically much older and more often employed. Income goes up with age and carding level (in most income categories). There is also a gender gap, although not as marked as the card and age gaps and mostly focused in income gap. These same patterns were also noted in 2004.

**Table 6.1: Average Personal Income by Athlete Characteristic**

	Total (\$)	Employment Income (\$)	AAP (\$)	Provincial Assistance (\$)	Sport-Related Income (\$)	Sport Awards (\$)
<b>All athletes</b>	<b>29,649</b>	<b>9,042</b>	<b>12,136</b>	<b>3,490</b>	<b>6,384</b>	<b>2,086</b>
<b>Season</b>						
Summer	27,237	8,414	12,162	3,494	4,540	1,624
Winter	35,639	10,591	12,072	3,479	10,605	3,182
<b>Sport Type</b>						
Individual	32,906	7,792	13,539	4,151	7,435	2,642
Team Sport	24,614	11,055	9,884	2,372	4,592	1,140
<b>Sport Class<sup>6</sup></b>						
Olympic	27,292	6,397	11,560	3,502	7,217	2,230
Paralympic	39,554	17,881	14,720	3,500	2,337	1,830
<b>Carding Level</b>						
D	16,968	6,274	6,797	2,535	4,062	485
C1	17,539	3,994	7,517	3,109	3,918	921
SR	38,007	10,965	17,200	4,091	4,988	1,517
SR1	46,883	14,276	17,123	4,747	8,955	5,781
SR2	49,433	12,167	17,666	4,142	16,730	4,235
<b>Targeted</b>						
Yes	32,053	8,798	12,828	3,811	7,119	2,699
No	23,970	9,641	10,388	2,709	4,571	498
<b>Gender</b>						
Male	33,493	10,268	12,681	4,004	6,343	2,190
Female	26,116	7,912	11,734	2,961	6,434	2,022

<sup>6</sup> Non-olympic/paralympic not specified given the small number of cases.



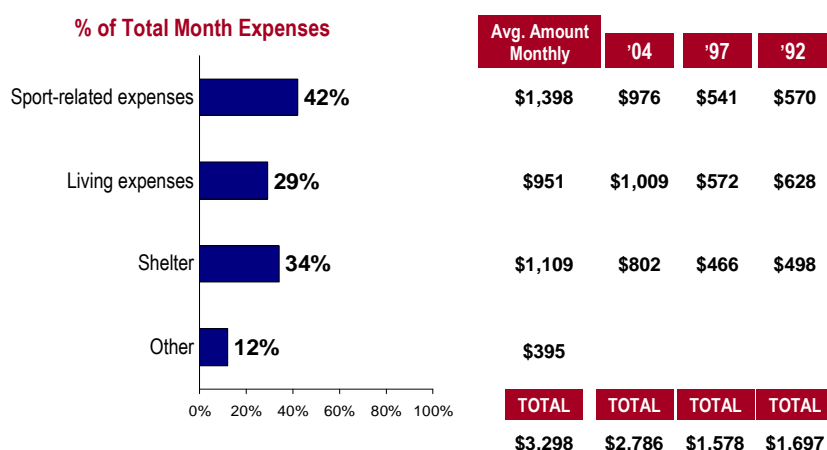
	Total (\$)	Employment Income (\$)	AAP (\$)	Provincial Assistance (\$)	Sport-Related Income (\$)	Sport Awards (\$)
<b>Age</b>						
<20	11,249	1,128	7,060	2,478	3,481	616
20-24	21,912	3,160	10,002	3,459	5,548	1,800
25-29	39,518	10,848	15,238	4,319	8,972	2,845
30+	52,105	22,701	17,395	3,652	7,209	3,007

## 6.2 MONTHLY EXPENSES

Sport-related expenses have gone up by almost 50 per cent, according to athletes, when comparing figures reported in 2009 with those reported in 2004. Other categories have gone up much less over the five year period. Overall, athletes are spending about \$500 a month more (mostly on sport-related expenditures) than they were in 2004. (All figures for 2004, 1997 and 1992 have been changed into 2008 constant dollars for the purposes of comparison). There are some limitations in the comparison, however, because “other” is a new category in 2009 and in 2004 sport-related expenses was asked as an annual figure and then divided by 12 for the purposes of analysis, whereas in 2009 it was asked of athletes as a monthly figure which may have resulted in an inflation of the number. That said, it is interesting to note that the total amount that the expenses have increase in 2009 from 2004 is about \$110 higher than the amount that the AAP stipend went up late in 2004.

### Average Monthly Expenses

“What are your average personal expenses in each of the following areas?”



As shown below there are some differences in reported expenses, with winter sport athletes reporting higher expenses across the board, which is also the case for those in individual sports. As might be expected expenses increase with carding level and age.

**Table 6.2: Average Monthly Expenses by Athlete Characteristic**

	Total (\$)	Sport-Related (\$)	Living (\$)	Shelter (\$)
<b>All athletes</b>	<b>3,298</b>	<b>1,398</b>	<b>950</b>	<b>1,109</b>
<b>Season</b>				
Summer	3,007	1,214	885	1,024
Winter	4,020	1,871	1,114	1,317
<b>Sport Type</b>				
Individual	3,828	1,694	1,022	1,176
Team Sport	2,478	886	834	997
<b>Sport Class<sup>7</sup></b>				
Olympic	3,246	1,399	959	1,025
Paralympic	2,973	1,018	804	1,261
<b>Carding Level</b>				
D	2,277	1,097	724	767
C1	3,359	1,825	960	679
SR	3,716	1,493	951	1,140
SR1	3,702	1,064	1,212	1,429
SR2	6,057	2,449	1,420	2,129
<b>Targeted</b>				
Yes	3,384	1,316	1,017	1,164
No	3,093	1,596	788	971
<b>Gender</b>				
Male	3,433	1,260	958	1,244
Female	3,142	1,481	959	992
<b>Age</b>				
<20	1,842	1,289	652	368
20-24	2,691	1,164	818	787
25-29	3,577	1,028	1,010	1,288
30+	5,565	2,273	1,357	1,961

Considering the average income of just under \$30,000 and the expenses of about \$3,300 a month, athletes seem to be facing a monthly shortage of about \$830 per month or \$10,000 a year. In deed when average deficit is calculated based on reported income minus expenses (times 12) the average is about \$8,500 a year. This gap is smallest among athletes who are married with no dependants.

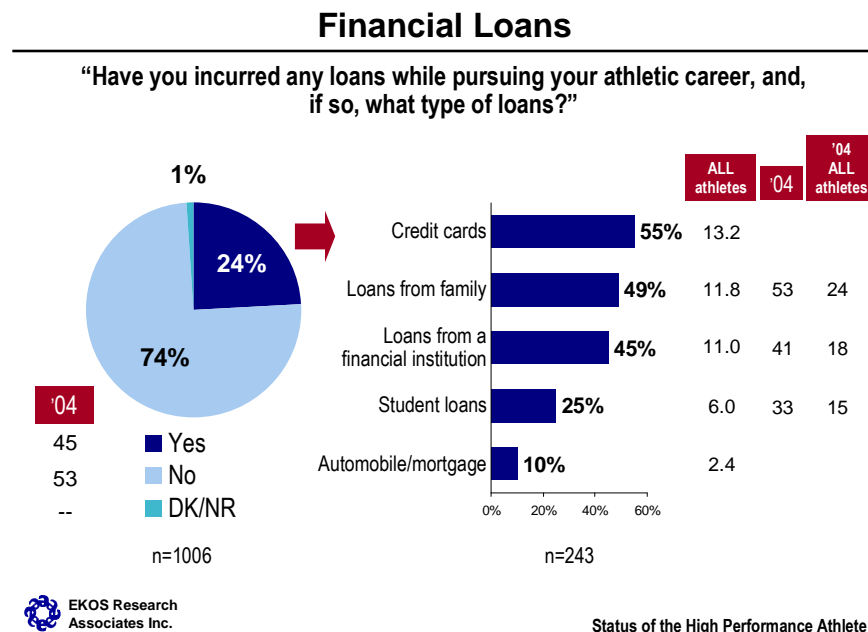
<sup>7</sup> Non-olympic/paralympic not specified given the small number of cases.

## 6.3 PERSONAL DEBT AND SOURCES OF SUPPORT

In terms of personal debt, one in four athletes said that they have incurred some level of debt in the pursuit of their athletic career. This is considerably lower than in 2004, when 45 per cent said that they had debt. This may be a function of the question wording however, since in 2004 some of the possible categories of debt were built into the main question (so respondents could see them in answering yes or no). In 2009 only those respondents who said yes to the main debt question went on to see a subsequent question (presented on the right below) about type of loans.

With regard to the types of loans, credit cards and loans from family are at the top of the list, although 45 per cent also said that they owe money to a financial institution for some type of loan. Student loans are lower at 25 per cent and lower than found in 2004 (when it was 33 per cent of students). Few athletes said that they owe on a house or automobile.

When loan amounts are added together they amount to an average of just under \$7,900 across all athletes. Including only the 24 per cent of athletes with loans, however, the amount is almost \$35,000. Those with loans are more apt to be pursuing cross-country skiing, sailing and rowing (42 to 48 per cent of these athletes report loans).



Athletes in individual sports are more apt to report loans (28 per cent). It is also the SR and SR2 cards that drawn on loans more often (32 and 37 per cent, respectively). This is also linked to age, with older athletes reporting loans considerably more often (37 per cent for those 25 to 29, and 42 per cent for those 30 and older). There is also a gender split, with men almost twice as likely as women to draw on loans (30 per cent versus 19 among women). Those who are employed are also considerably more apt to report loans (35 per cent versus 18 per cent among the non-employed).

Based on the survey responses of athletes, the average athlete is incurring a deficit. Interview respondents were asked to indicate whether this finding concurred with their experience, or whether they were surprised by the finding. Only one interview respondent expresses surprise at the gap between income and expenses. Most agree with this assessment, or note that they believe that the gap may be even greater for their athletes. Interview respondents note that many athletes have low incomes, cannot manage to hold a job and train at the same time, and have high sport-related expenses. One states “we have had cases of athletes going without eating to make ends meet”. This respondent notes that the situation has been exacerbated by the fact that they had to levy AAP funds from team members this year to put together a training and competition program<sup>8</sup>. Several expressed concern with the gap between income and expenses, noting that athletes may spend decades dedicated to their sport “with little to show for it at the end”.

Several interview respondents note that the gap is not the same for all athletes, and that a number of factors may influence the relative expenses and income of an athlete, including:

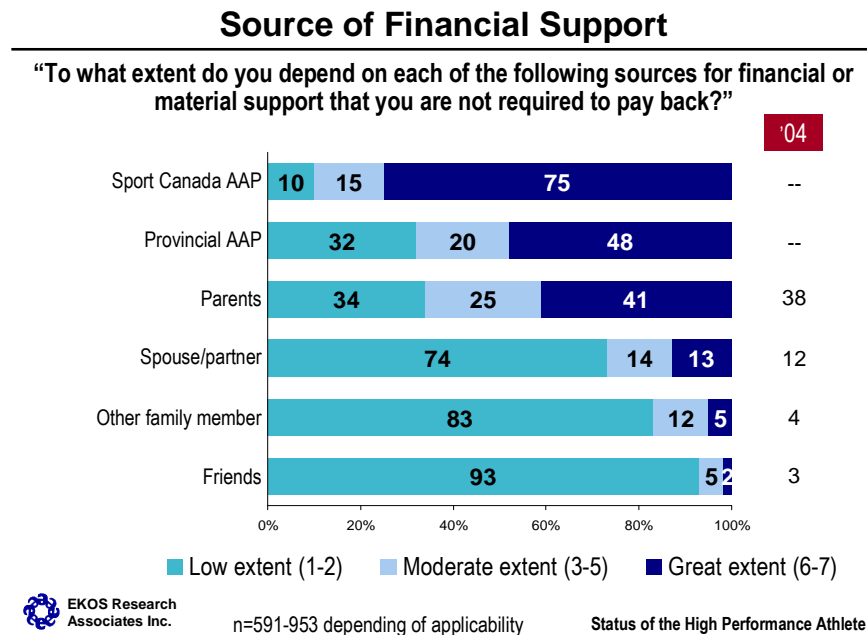
- Where located in country: Again, several respondents note that expenses and the support available to an athlete may depend on the province and/or city they live in. For example, they note that Quebec athletes receive a much greater level of support. One also states that Calgary is a city with a high cost of living and where less support is available.
- Level of performance: Several note that expenses can be much higher for high performance athletes, both in terms of their equipment and training. Others note that some high performance athletes (depending on the sport) have access to sponsorship opportunities which can erase the income to expense gap.
- Parental support: Several interview respondents note that expenses and pressures can be much greater for athletes who move away from home to train or attend school, as they face additional expenses for rent, food transportation. Access to parental financial support also plays a large factor, whether the athlete remains at home or relocates.

One respondent states “the issue is complicated and merits a study of its own. There are gaps across sports, within sports and across provinces”, particularly in terms of income. “A more detailed analysis should be conducted”.

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<sup>8</sup> This comment came from a coach of a non-targeted sport.

Athletes were also asked to indicate the extent to which they are dependent on various sources for financial or material support that they are not required paying back. Sport Canada's AAP is by far the most prevalent source of financial support; seven in ten (75 per cent) rely on the AAP to a great extent. Roughly four in ten each indicate relying on the Provincial AAP (48 per cent) and/or their parents (41 per cent) or to a great extent. Very few athletes indicate strong reliance on spouses/partners, other family members or friends for financial support. Findings show a similar level of reliance on parental support as found in 2004. Parents continue to be the largest non-AAP source of support which does not need to be repaid, while other non-AAP sources (spouse/partner, other family and friends) are not seen as significant sources of support.



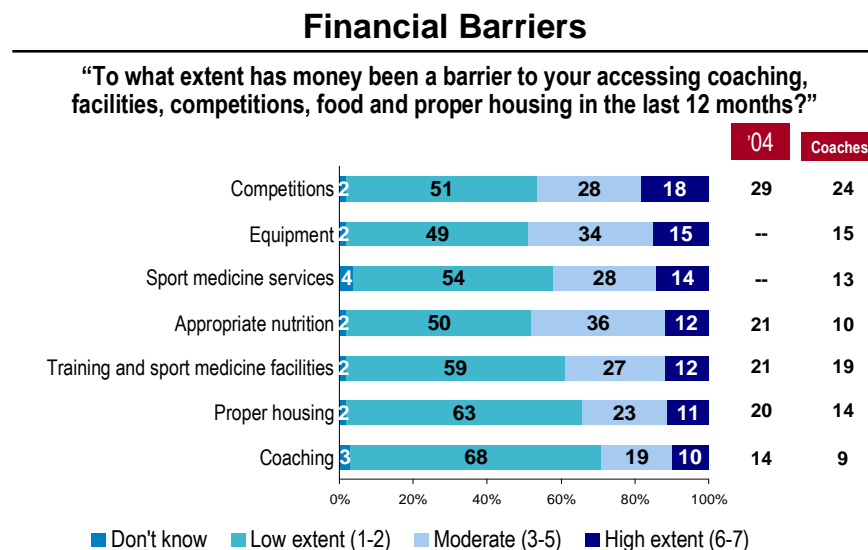
The degree of dependency on Sport Canada's AAP increases with athletes' carding level and strong reliance is notably higher among athletes in the 25 to 29 year old age category (84 per cent). Reliance on the Provincial AAP follows the age and carding level trends noted for the Federal AAP. While both French and English speaking athletes rely on the Federal AAP equally (73 and 76 per cent, respectively), French-speaking athletes are almost twice as likely as their English-speaking counterparts to rely on the Provincial AAP to a great extent (68 vs. 43 per cent, respectively), likely reflecting the higher provincial stipends afforded Quebec athletes. Reliance on both Federal and Provincial support is higher among athletes in targeted sports (77 per cent for federal and 52 per cent for provincial) than those in non-targeted sports (71 per cent for federal and 37 per cent for provincial). That being said, the difference between athletes in targeted and non targeted sports is considerably wider when it comes to reliance on provincial assistance.

As noted in 2004, the degree of dependency on parents declines with athletes' age and carding levels but is higher among the unemployed (46 per cent) and Olympic athletes (43 per cent).

## 6.4 FINANCIAL BARRIERS

As in 2004, athletes were asked to indicate the extent to which money has been a barrier to accessing a variety of resources. For each of the resources tested, less than half report that money has been a barrier to either a moderate or high extent. Perceptions of money being a barrier to a high extent are fairly uniform across the resources tested; between one in ten and just less than two in ten say money has been a strong barrier across the resources. Money is seen as being the strongest barrier to competitions but only by a small margin over equipment and sport medicine services.

There has been a notable decrease in money as a barrier for each of the tracked resources. Nearly all of the resources have witnessed roughly a ten-point decrease in the number saying money has been a barrier to a high extent; the sole exception is coaching which has seen a four point decrease<sup>9</sup>. For example, only 18 per cent see money as a barrier to competitions to a large extent compared with 30 per cent saying the same in 2004. Another 21 per cent said that money was an issue when it came to accessing good nutrition and training and sport medicine facilities, each of which has come to 12 in 2009. Overall, compared with 2004 results money has become less of a barrier on all fronts, with the exception of coaching.



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<sup>9</sup> In 2004, the question wording was slightly different. The options presented were: small barrier (1-2), medium barrier (3-5) and large barrier (6-7). More likely a key driver of the difference; in 2009 the question was framed within the context of the last 12 months which was not then cases in 2004 when no timeframe was imposed.

Compared with athletes, coaches see money as a greater barrier for athletes for three of the seven resources tested – competitions, training and sport medicine facilities, and proper housing.

French speaking athletes are less likely than their English speaking counterparts to see money as a barrier to accessing nearly all resources; the sole exception is equipment where they are on par. Athletes in non-targeted sports are more likely than those in targeted sports to say that money is a barrier for coaching, competitiveness and training but are similar to athletes in targeted sports for other resources. Athletes that are employed are more inclined to highlight money as a barrier for coaching, competitions and medicine. Summer athletes, while holding similar views to their winter counterparts on several key resources, are more likely to see money as a barrier to competitions, housing and sport medicine services.

Coaches were invited to comment on these findings in the interviews, as well as on factors that might explain the difference in response between athletes and coaches. Interview respondents are not at all surprised by the difference in response from athletes and coaches. They explain that athletes and coaches have different perspectives or focus. They note that “athletes are focused on the here and now” or “immediate needs”, whereas coaches “are more focused on long term development and training”.

In terms of concerns, several coaches note that some sports have very expensive equipment which can be difficult for an athlete to purchase on their limited income, and they do understand this being a concern among athletes. However, coaches are pre-occupied by access to competitions and training facilities that will ensure the development of the athlete.

As follow-up questions, athletes were asked about the level of income at which AAP funds would no longer be necessary and for the minimum necessary amount they would need to support themselves and train full-time. Sixteen per cent believe that there should not be a link between AAP support and an athlete's personal income and that there should be no defined upper limit.

Results for both questions are consistent with the 2004 sounding. As was the case in 2004, it is difficult to determine an average because categories were used in lieu of exact amounts. However, the amount of personal income at which AAP would not be necessary continues to be a great deal more than the presumed amount needed to train full-time. There is, however, a slightly stronger lean towards the upper end of the scale for the presumed amount needed to train full-time though it remains in a similar range to 2004 at roughly \$50,000.

### Required Income Levels

	What level of total annual personal income would be the minimum necessary to support yourself to enable you to train on a full-time basis?		At what level of personal income do you believe that support from the Athlete Assistance Program (AAP) would no longer be necessary to cover your own annual living and training expenses?	
	2009	2004	2009	2004
\$0,000-\$19,999	6%	10%	4%	3%
\$20,000-\$29,999	18%	25%	8%	7%
\$30,000-\$39,999	23%	23%	9%	12%
\$40,000-\$49,999	13%	16%	9%	12%
\$50,000-\$59,999	11%	8%	12%	14%
\$60,000-\$69,999	7%	7%	9%	11%
\$70,000-\$79,999	5%	3%	6%	4%
\$80,000 or above	6%	3%	8%	6%
"No upper limit"	--	--	16%	21%



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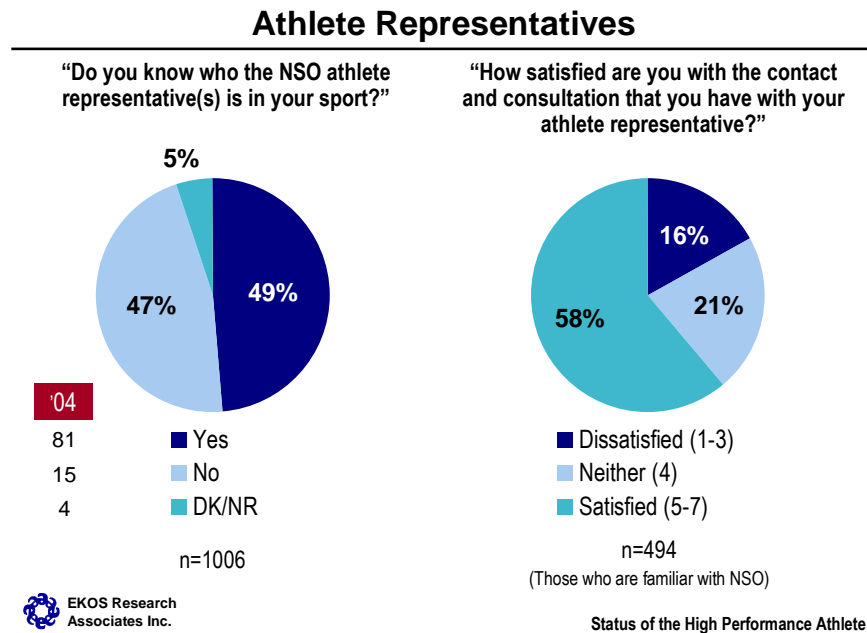
The level of gross annual income required by athletes to support a full time training regime is lower among the youngest athletes and increases progressively with age. This corresponds to the pattern by card level (with D reporting the least income requirements and SR1s and SR2 reporting the highest requirement. This pattern is also seen in the income reported by athletes with those reporting higher incomes indicating a higher requirement to train full-time.



# 7. ATHLETE RELATIONSHIPS

## 7.1 ATHLETE REPRESENTATIVES

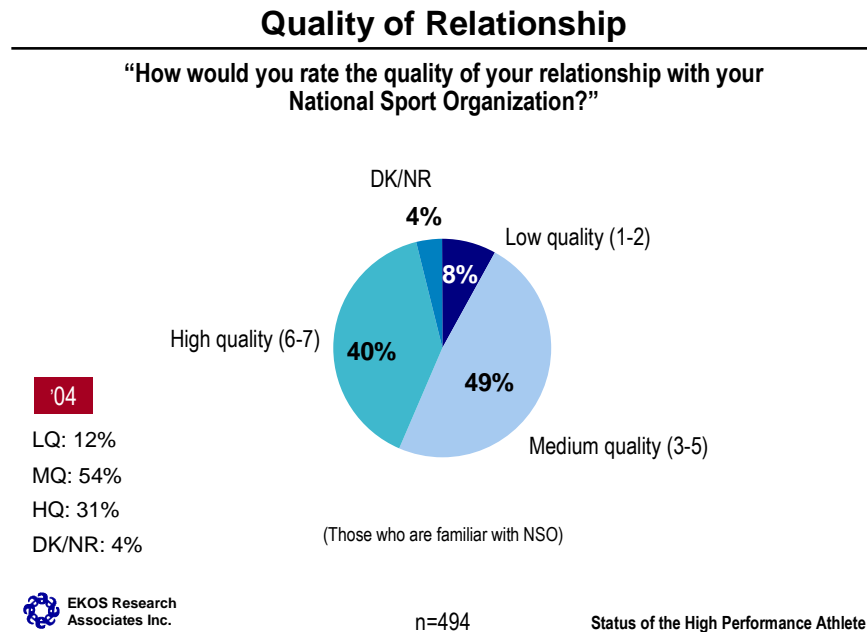
Only half of athletes (47 per cent) believe they could name their National Sport Organization (NSO) representative, a sharp fall from 2004, when it was 81 per cent. Those familiar with their NSO athlete representative were asked to rate their overall satisfaction with the contact and consultation that they have had. The results suggest that athletes are moderately happy with the current system. Nearly six in ten athletes (58 per cent) are satisfied with the communication they have had with their NSO athlete representative, although 21 per cent are neither satisfied nor dissatisfied, and one in six athletes expressed dissatisfaction with their NSO representative.



Awareness is significantly higher among Paralympic competitors (63 per cent versus 45 per cent among their Olympic counterparts), participants in individual sports (57 per cent versus 36 per cent of athletes in team sports), as well as those in targeted sports (52 per cent, compared to 40 per cent among non-targeted sport athletes).

## 7.2 QUALITY OF RELATIONSHIP

Relationships between athletes and their NSO have improved slightly since 2004. Of those athletes who are familiar with their NSO, one in two (49 per cent) rated the quality of their relationship as “medium”, while two in five (40 per cent) reported a stronger rapport. Fewer than one in ten athletes (8 per cent) were negative about their relationship.

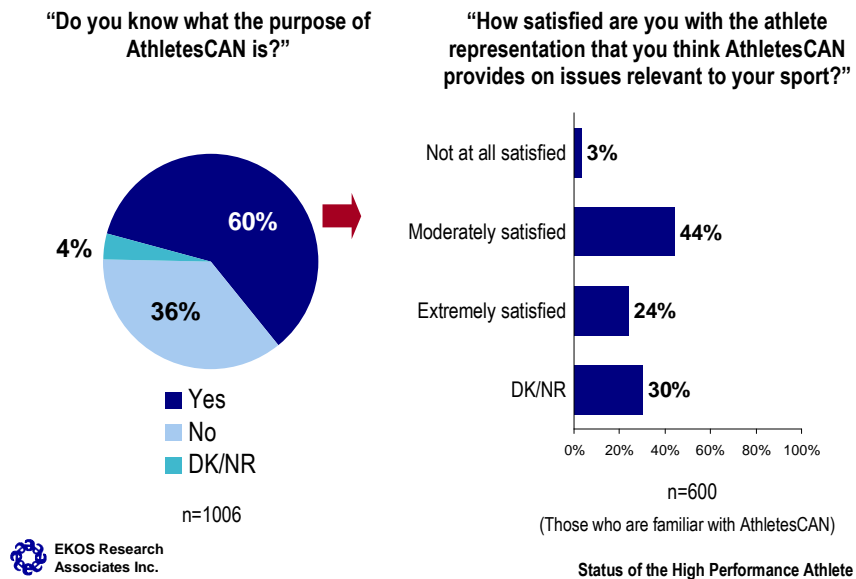


## 7.3 ATHLETESCAN PURPOSE/ REPRESENTATION OF ATHLETES

Survey results point to a relatively high level of awareness of AthletesCAN, with six in ten respondents (60 per cent) claiming that they know its purpose. That said, just over one in three (36 per cent) said that they are not familiar with this organization. This is considerably lower than in 2004 when 91 per cent said that they were aware of AthletesCAN (although this was a more general question posed in 2004).

Even among the familiar, a full 30 per cent were not able to rate their satisfaction with the representation of AthletesCAN on issues relevant to their sport. Among those who could rate it one-quarter indicated a high level of satisfaction (24 per cent). Another almost one in two rated their satisfaction as moderate (44 per cent) while virtually no one rated their satisfaction as low. These results are similar to a slightly different question posed in 2004 where about half provided a mid range rating and one in four provided a high rating.

### AthletesCAN Purpose/Representation of Athlete Rep.



Once again, awareness is higher among athletes who compete in individual sports and the Paralympics. For example, three in four Paralympic athletes (73 per cent) stated that they are familiar with AthletesCAN, compared to just over half of Olympic athletes (57 per cent).

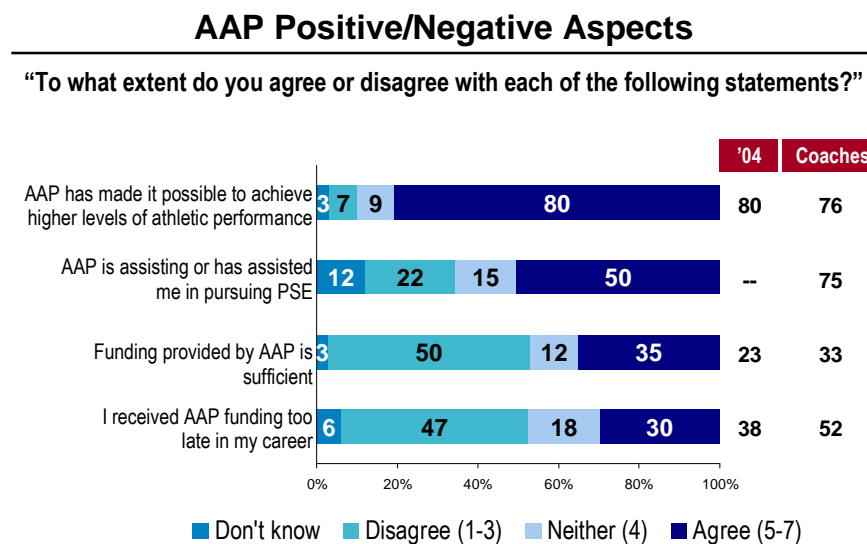


## 8. AAP POLICY

### 8.1 SUPPORT TO CHANGES TO AAP CRITERIA

Athletes were asked to provide their opinion on a number of statements relating to the Athlete Assistance Program (AAP). The most fundamental finding is that a large majority (80 per cent) agrees that the AAP has made it possible to achieve higher levels of athletic performance; only a small number (seven per cent) disagrees that this is the case. These results are in line with the results from coaches and also the same as found in 2004.

Fifty per cent of athletes report that the AAP is assisting (or has assisted) them in pursuing post-secondary education. Nonetheless, two in ten disagree with this. Coaches are considerably more positive that the athletes on this point with 75 per cent agreeing that AAP has assisted with post-secondary education. This question was not asked in 2004, so no trend is available for this finding.



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In terms of timing there is a sense among some athletes that they received AAP funding too late in their career, with fully three in ten (30 per cent) agreeing with this, although almost half disagree. In fact, coaches are even stronger in their view on this with nearly twice as many athletes agreeing that AAP funding was received too late in the athletes' careers (52 per cent). Coaches further described young athletes who are struggling to get to the level of the national team and the streamlining process that begins

before developing athletes are well supported, resulting in a much reduced pool of athletes moving toward national teams. One coach suggested that funding be given to centres rather than directly to athletes so that all athletes could benefit. That said, many athletes in the survey have indicated that CSC services are not accessible for developing athletes. Related to this issue, coaches expressed considerable concerns about athletes retiring prematurely, which are presented in Chapter 10.

Apart from the positive result regarding the role of AAP funding in performance, likely the second most important result is that only one in three athletes agree that the funding by AAP is sufficient (35 per cent). In fact, a majority (50 per cent) believes that it is not the case. Although one might expect that program participants would always tend to say the funding is not sufficient, in this case this opinion is supported by coaches where 33 per cent believe that funding is sufficient. This also echoes what coaches said in the one-on-one interviews, citing that most other countries have considerably more funding available for amateur sport that is the case in Canada, even with the increases to the stipend and Own the Podium funding for programming. As one athlete pointed out, “with the rate of inflation and many previous cutbacks, we are really only now getting back to being on par with the state of things a decade or so ago” suggesting that there is still a long way to go to catch up with most other developed countries. At the same time, it is also important to note that the result is on the upswing, up 12 points among athletes since 2004. AAP stipends were increased from \$1,100/500 a month in 2000 to \$1,500/\$900 in September 2004.

Agreement that the AAP has made higher levels of athletic performance possible is consistent across the subgroups but notably lower among younger athletes. Just under seven in ten athletes under 20 years of age (69 per cent) agree compared to over in eight in ten for each of the other age groups; a finding that is perhaps not surprising given that these athletes are at the beginning of their careers. There are also differences by card level whereby 92 per cent of SR2 athletes agree but only 74 per cent of D card athletes.

AAP assistance in pursuing post-secondary education (both past and present) is slightly higher among those in individual sports (56 per cent) than in team sports (42 per cent). Agreement is higher among those between the ages of 20 and 29 but drops off among athletes that are 30 years of age and older and, as would be expected, also lower among athletes under 20 years of age, who may or may not have had the opportunity to access PSE.

While agreement that AAP funding is sufficient is generally low across the board, there are some differences across the subgroups. Athletes in targeted sports are more likely than those in non-targeted sports to agree that AAP funding is sufficient to meet their living and training needs. French speaking athletes are more likely than their English counterparts to also agree.

Agreement that AAP funding came too late in athletes' careers is also higher among Francophones and also increases with age amongst all athletes.

## 8.2 PRIORITIES FOR CHANGE

In addition to being asked about various positive and negative aspects of the Athlete Assistance Program (AAP), athletes were asked to indicate what their first, second and third priorities for AAP would be if changes were to be made. In terms of first choices, changes based on financial need are highlighted; living support based on financial needs (33 per cent) is the top change for a third of athletes while supplementary support based on performance and financial needs (29 per cent) edges out support based solely on performance (22 per cent). These options are also represented strongly at the top of the list of second and third priorities.

Changes to tuition support and to deferred tuition support do not resonate strongly as first or second priorities but do increase in importance as a third priority.

### Priorities if Changes to AAP Criteria Occur

**“If changes were to be made to the AAP, please indicate what you think are the first, second, and third priorities for AAP.”**

	FIRST	SECOND	THIRD
Living support based on financial needs	33	23	19
Supplementary support based on performance and financial needs	29	29	16
Supplementary support based on performance	22	20	24
Changes to tuition support	5	12	16
Changes to deferred tuition support	4	9	14

The views of coaches place a stronger emphasis on supplementary support based on performance alone or in concert with financial need. This is also true of responses from CSC Presidents and Service Managers.

When asked specifically about top priorities for change to the AAP in the surveys, athletes identify supplemental support based on financial need, while coaches identified supplemental support based on performance as the highest priority. High performance coaches interviewed were asked to comment on these differing perspectives. There was no common thread to their responses. Rather, interview respondents touched on a number of themes or issues in their response, including:

- The importance of focusing on performance: Several interview respondents emphasized that the AAP should not be regarded as “due” to athletes but should rather be linked to performance. While addressing the financial needs of sports and athletes is viewed as extremely important, they agree that performance is an important factor. One states “coaches focus on performance because they know how much it costs to cultivate and train an athlete. Coaches are concerned with rewarding the top performance and getting the most out of their investment”. Another states “if you want to see results you have to pay for results by funding the sport and the top athletes in the sport”.
- Ensuring sufficient financing: While coaches do place emphasis on the importance of performance, several also comment on the importance of ensuring a sufficient basis of funding for all sports and all athletes. For example, some underscore the importance of sufficient support for developmental athletes, who are often “dependent on the AAP to continue”. Others note that each sport requires sufficient support to enable them to train and compete. One notes “we cannot improve our performance and become targeted without resources to train and compete”. Another commented that “sports where Canada is not in the top need at least as much funding to be able to advance and improve”. So, while they agree that performance is key, it is not the only factor for consideration.
- Support at the highest levels of performance: A few coaches also commented on AAP support to athletes at the highest level. One notes that some athletes are earning a lot of money and do not really need the AAP. Another noted that “podium potential means more travel and competitions” which requires a full time focus and additional expenses which requires more funding. This same respondent comments that even at the senior international level of carding there should be two tiers: with a higher level of support for those in the top 5 and then the top 6-15, as each level has costs associated with it.



### 8.3 AWARENESS OF SPECIAL NEED FUNDING (COACHES)

In terms of the types of expenses covered under the special needs category, the awareness level of coaches is fairly low. In fact, three-quarters of coaches (76 per cent) say they are not aware of the types of expenses included in this category. Coaches that were not aware of the expenses were then presented with a list of areas and asked to indicate which areas they were not aware of. Most are not aware of each of the key areas (child-care expenses, relocation assistance and retirement assistance) while very few (11 per cent) say that they are aware of all of these areas.

As a follow-up, coaches were asked, through an open-ended question, if there were additional areas that Sport Canada should consider under the special needs category. A majority of coaches (53 per cent) are not able to provide any additional areas that might be considered.

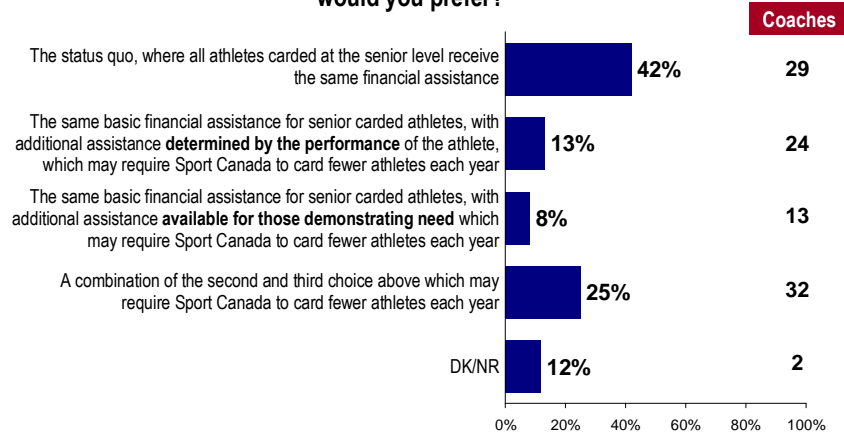
### 8.4 PREFERENCE FOR FINANCIAL ASSISTANCE RECEIVED

After being presented with the monthly amount received by all senior carded athletes (\$1,500), athletes were asked to indicate which of a series of options would be preferable to them. Overall, about half of athletes (46 per cent) reported that they would like to see a change in the way that the monthly amount is determined, however four in ten (42 per cent) say that they prefer the status quo, that is that all athletes carded at the senior level receive financial assistance. In terms of specific changes maintaining the basic financial assistance while providing extra assistance determined by performance was selected 13 per cent of the time, while demonstrated need was selected less often (8 per cent). An option that combines these two choices while also qualifying that Sport Canada card fewer athletes each year, is the preferred option for one-quarter (25 per cent).

Coaches are nearly equally likely to prefer the status quo (29 per cent) as the combined option that would involve carding fewer athletes (32 per cent). They are also more likely than athletes to indicate a preference for additional assistance based on performance (24 per cent). CSC Presidents and Service Managers are considerably more apt to prefer additional assistance be based on a combination of performance and demonstrated need (half of respondents) or on performance (one-third of respondents).

## Preference of Financial Assistance Received

“Currently, all carded athletes at the senior level receive the same monthly amount of financial assistance (\$1,500). Which of the following would you prefer?”



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Results are generally consistent across the subgroups with a few exceptions. Individual athletes (17 per cent) are more likely than team athletes (7 per cent) to prefer the option of additional assistance based on performance, as are athletes carded at the senior levels.

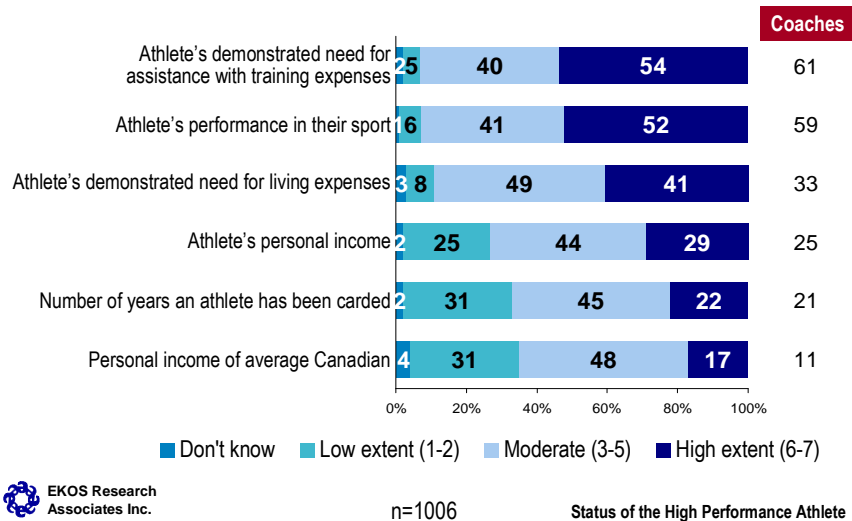
## 8.5 FACTORS IN AMOUNT RECEIVED

Athletes were asked to indicate the extent to which a number of factors should be considered in determining the amount that each carded athlete receives in federal government assistance through the AAP. An athlete's demonstrated need for assistance with training expenses and their performance are seen as primary considerations (by nearly equal numbers of athletes). Virtually all athletes feel that these should be considered to at least a moderate extent. In fact, roughly one half of athletes feel that need for training assistance (54 per cent) and performance (52 per cent) are major considerations.

An athlete's demonstrated need for assistance with living expenses also resonates with athletes (although less strongly), with most indicating that this should be factored in to at least a moderate extent. Four in ten (41 per cent) feel this should be a strong consideration, with one in two (49 per cent) providing moderate support.

## Factors in Amount Received

**“How much do you think that each of the following should be factored into the amount that each carded athlete receives in federal government assistance through the AAP?”**



While an athlete's personal income and the number of years carded are seen as being important factors to at least a moderate extent, they do not resonate as strongly. Fewer than three in ten think that an athlete's personal income or the number of years carded should be factored in to a great extent (29 and 22 per cent, respectively). Fewer than two in ten athletes (17 per cent) think that the personal income of the average Canadian should be factored in to a great extent.

Coaches were also asked their view on the factors in the amount of AAP received. Coaches seem to hold a somewhat stronger opinion than athletes with respect to demonstrated need for assistance with training expenses (61 per cent) and the athletes' performance (59 per cent), however, they seem somewhat less likely to think that demonstrated need for assistance with living expenses (33 per cent), as well as the personal income of the average Canadian (11 per cent) should be a factor. Indeed, 55 per cent of coaches think that the personal income of the average Canadian should not be a consideration (low extent) compared to three in ten athletes (31 per cent) who hold this belief.

CSC Presidents and Service Managers also put demonstrated need for assistance with training expenses at the top of the list (according to nine in ten), followed by athlete's performance and demonstrated need for living expenses (according to three in four in each case). As with the other respondent groups, years carded and personal income of the average Canadian are at bottom of the list of factors to be considered.

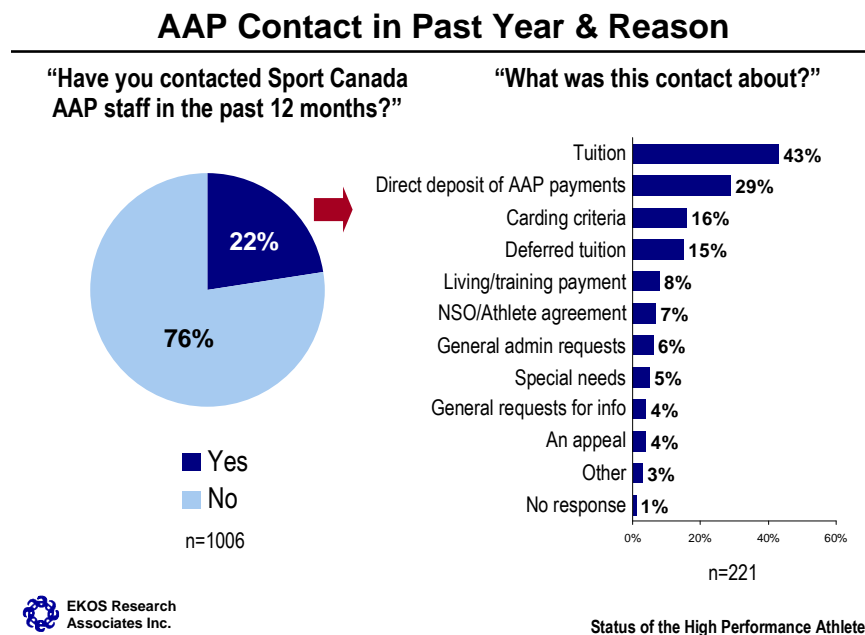
While the subgroups follow the trends in terms of overall findings, there is some variation in intensity. An athlete's performance in their sport is more likely to be seen as a factor to a great extent by individual rather than team athletes. The propensity to see an athlete's personal income and an athlete's demonstrated need for living expenses as factors to a great extent decreases with age in both cases.

## 9. AAP CLIENT SATISFACTION

### 9.1 CONTACT WITH AAP

The main contact for athletes receiving AAP support is their NSO, however, from time to time athletes contact AAP staff for information about the Program or questions regarding the benefits of the Program. The study explored athletes' and coaches' levels of satisfaction with AAP staff. Contact with Sport Canada's AAP staff is relatively low among athletes. Roughly two in ten (22 per cent) have contacted this part of Sport Canada in the past 12 months, primarily for financial issues. Among the top reasons for contact is to address issues dealing with tuition (43 per cent) or to address issues related to direct deposit of AAP payments (29 per cent). This is followed by carding criteria (16 per cent) or discussions regarding deferred tuition (15 per cent). All other reasons were provided by less than one in ten athletes.

Coaches reported a similar incidence of contacting Sport Canada. Two in ten (20 per cent) say they have contacted the organization in the past year. Four in ten CSC representatives indicated contact with AAP staff, almost exclusively about tuition and deferred tuition.



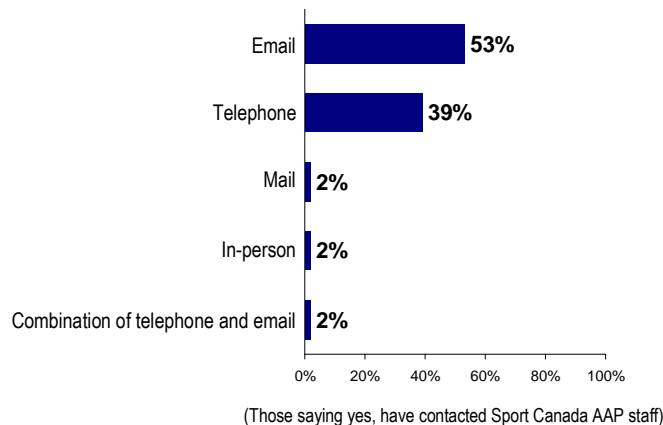
While the incidence of contacting Sport Canada is generally consistent across the subgroups, athletes who are employed are more likely than unemployed athletes to have made contact in the past year (28 vs. 18 per cent).

Contact regarding tuition is higher among those that receive a higher level of funding. Summer athletes are more likely than winter athletes to have made contact, as is the case with athletes in individual sports. Contact regarding tuition is also, as might be expected, highest among those between the ages of 20 and 24 (60 per cent), prime years for PSE. Contact about carding criteria is higher among D card athletes.

Email is a more prevalent method of contacting Sport Canada's AAP staff than telephone. Just over one-half of athletes who contacted AAP staff say that they contacted the organization using email (54 per cent); a sizable, though smaller, number says they used the telephone (39 per cent). Very few used a combination of both email and telephone in their contact indicating that both streams are effective once undertaken by athletes. Only negligible numbers used other means.

### Method of AAP Contact

"How did you contact the Sport Canada AAP staff?"



n=221

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Telephone contact is more prevalent as a means of communication for those over 25 years of age while email is a more common option for those under 30 years of age.

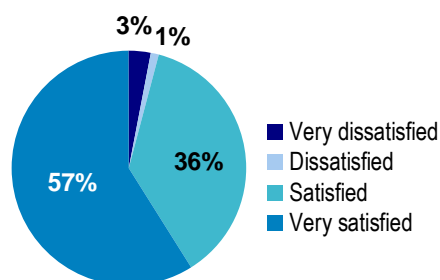
## 9.2 SATISFACTION WITH AAP

Satisfaction with service is very high among athletes that have contacted Sport Canada's AAP staff in the recent past. Virtually all athletes (93 per cent) indicate that they were satisfied (or very satisfied) with the overall quality of service they received when contacting Sport Canada. In fact, over half (57 per cent) rated themselves as very satisfied.

Coaches were 100 per cent satisfied or very satisfied with the overall quality of service from AAP staff; with 32 per cent % being satisfied and 68 per cent very satisfied. This is also true of CSC representatives where 60 per cent indicated satisfaction and 40 per cent indicated strong satisfaction.

### Satisfaction of Overall Quality of Service Received

"How satisfied were you with the overall quality of service you received?"



(Those who contacted Sport Canada AAP staff)



n=221

Status of the High Performance Athlete

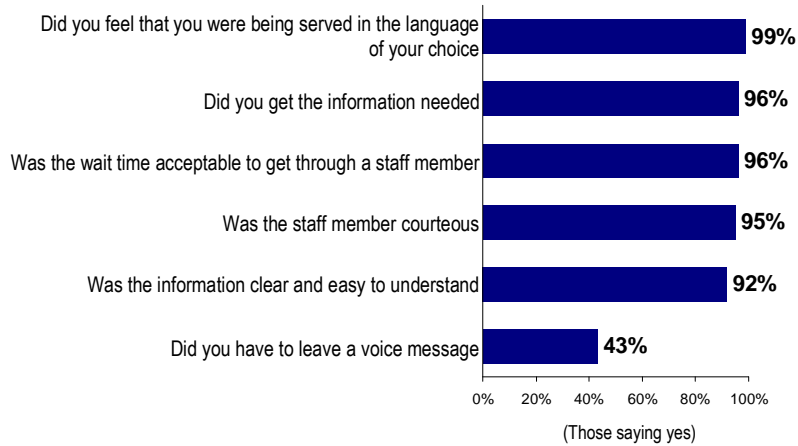
These high levels of satisfaction hold across all relevant subgroups.

Athletes that had made contact in the past 12 months either by email or telephone were asked to rate the experience across a number of performance measures. As indicated in the charts below, regardless of method of contact, Sport Canada rates positively on all of the measures tested.

Also, encouragingly, overall satisfaction remains high across all measures for those that used the telephone to make contact despite the fact that over four in ten (43 per cent) had to leave a voice message.

## Satisfaction Level of AAP Contact (1)

"If by telephone..."



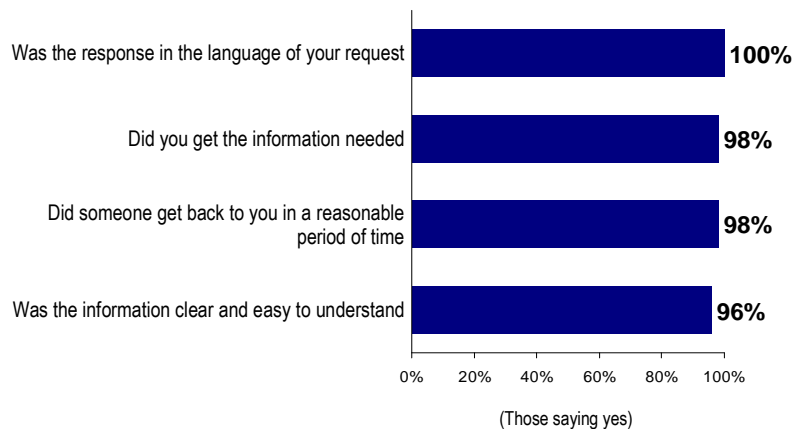
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n=85

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## Satisfaction Level of AAP Contact (2)

"If the main way was by email, mail, fax..."



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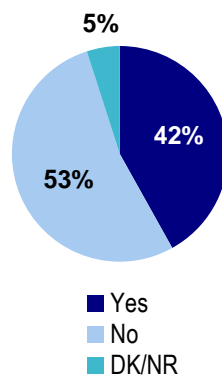
# 10. EARLY RETIREMENT

## 10.1 PERCEIVED TRENDS IN PREMATURE RETIREMENT

The results indicate that premature retirement is a significant concern among coaches. More than four in ten coaches (42 per cent) feel that high performance athletes in their sport retire before reaching their full potential. The same number of CSC representatives also believes that athletes retire prematurely.

### Incidence of Early Retirement

“Do you think high performance athletes in your sport retire prematurely from the national team; that is before they reach their full potential?”



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Coaches (n=96)

Status of the High Performance Athlete

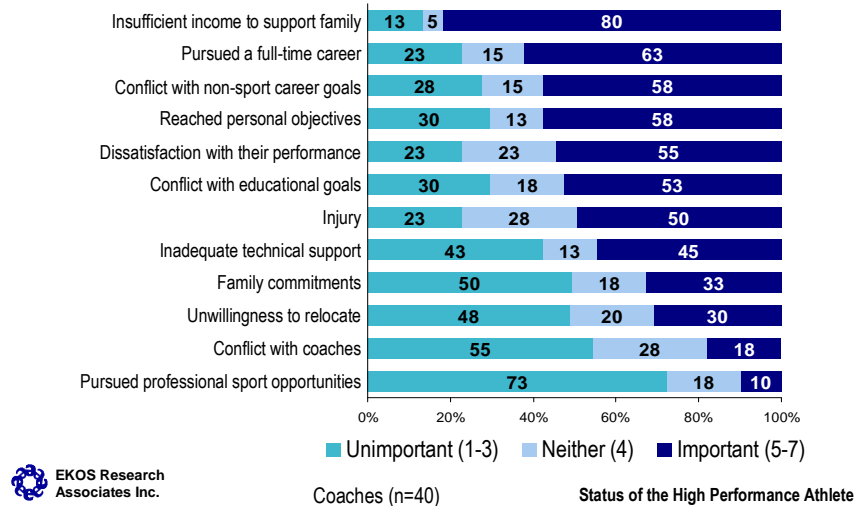
Those coaches who indicated that many athletes in their sport retire too early (n=40) were asked to identify what they believe to be the primary factors that motivate athletes to leave their sport. The results point to financial issues and outside career goals as the perceived leading causes of premature retirement. Fully eight in ten of these respondents (80 per cent) rated the impact of insufficient income as important. Similarly, six in ten pointed to full-time career pursuits (63 per cent) and conflicts with non-sports career goals or reached personal objectives (both 58 per cent) as significant factors.

A majority of coaches also rated dissatisfaction with performance (55 per cent) and conflict with educational goals (53 per cent) as important while about half named injury (50 per cent) and inadequate technical support (45 per cent). Other perceived causes include family commitments (33 per

cent), unwillingness to relocate (30 per cent), conflict with coaches (18 per cent), and the pursuit of professional sports activities (10 per cent).

## Factors in Early Retirement

**“How important do you think each of the following reasons are for why high performance athletes in your sport retire prematurely?”**



According to CSC representatives, athletes often leave primarily because of insufficient income to support their family, family commitments, conflict with non-sport career and (therefore, as a consequence) to pursue a full-time career. That said, inadequate technical support is also an issue that is high on the list. This is followed by conflict with educational goals, injury, reaching personal objectives. Dissatisfaction with performance and conflict with coaches, or unwillingness to re-locate are not seen as main reasons for premature retirement.

Interview respondents were invited to comment on survey results pertaining to early retirement. All but one of the interview respondents agree that they do see athletes retiring prematurely, that is before they reach their potential. The primary reason for this situation is identified as financial. Interview respondents note that athletes retire early due to a lack of financial support. Several note that many “athletes retire the day they lose their carding”. One notes that they lose talented athletes to the schools in the US annually where they can obtain better scholarships. One also states that some athletes abandon their sport career early as a result of injuries; which would sometimes be preventable through better coaching and access to services. Some interview respondents identify other factors which occasionally play into early retirement. These include athletes leaving to get married and start families, or to pursue a “real career” or “real income”.

Finally, one interview respondent identifies a need to give some thought to the method of exit from the carding system. This respondent notes that athletes who are intending to leave do not inform their coaches until the start of the new season to maintain their funding in the off-season; making it difficult for coaches to plan for the next season.



# APPENDIX A

## ATHLETE QUESTIONNAIRE



**PINTRO [0,0]**

***PHONE INTRO***

Hello, may I speak to.

Hello, my name is ... and I work for Ekos Research Associates.

EKOS Research Associates has been commissioned by Athletes CAN and Sport Canada to conduct a survey of high performance athletes.

The purpose of this research is to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, economic, social, education, work, and other areas of athletes' lives, as well as the environment of Canadian high performance sport. This research is aimed at updating information collected in the 90's and in 2004, which will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.

Appreciating how busy the schedules of high performance athletes are and the time that you will be taking to participate in this survey (which will likely be about 20 minutes), your name will be entered into a lottery-style draw. You will have a one in 100 chance of winning several prizes valued at roughly \$250. Winners can choose between the iPod Touch, one of several digital cameras, a Wii console or PSP/DSi.

Please be assured that your responses will be kept strictly confidential.

**PRIV [0,0]**

This call may be recorded for quality control or training purposes.

**WINTRO [0,0]**

***WEB INTRO***

If... { \$contexte{ip} !~ /192.168.0.\*/ }

Welcome to the 2009 Status of the High Performance Athletes survey! EKOS Research Associates has been commissioned by Sport Canada to conduct a survey of high performance athletes.

The purpose of this research is to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, economic, social, education, work, and other areas of athletes' lives, as well as the environment of Canadian high performance sport. This research is aimed at updating information collected in the 90's and in 2004, which will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.

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Please be assured that your responses will be kept strictly confidential.

#### INSTRUCTIONS

Please consider the questions and your answers carefully. As part of the testing of the questionnaire you will see several items at the end of the interview asking for your feedback (e.g., questions/terms you found confusing, the flow, length, questions you felt should have been asked, etc.). Please keep this in mind throughout the interview.

On each screen, after selecting your answer, click on the "Back" or "Continue" buttons at the bottom of the screen to move forward or backward in the questionnaire.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

If you have any questions about how to complete the survey, please call EKOS Research Associates at 1-888-688-0709 or send an email to [athletes@ekos.com](mailto:athletes@ekos.com).

Thank you in advance for your participation.



### Q1 [1,3]

There are a number of reasons why a person might become a high performance athlete. Which of the following are the top three factors in your decision to pursue an athletic career?

Desire to win .....	1	
Pursuit of excellence.....	2	
Money/material rewards .....	3	
Fame and glory.....	4	
National pride.....	5	
Pure enjoyment of physical activity .....	6	
Enjoyable lifestyle.....	7	
Influence of family/peers.....	8	
Personal/self development.....	9	
Motivated by a role model.....	10	
Encouraged by a coach or instructor .....	11	
Pursue professional career in sport.....	12	
For the love of sport .....	13	
Other (please specify)-> AQ1; C350 L2 C75.....	77	B
Don't know/No response.....	99	BX

### PQ2 [0,0]

Following is a list of factors that can influence how satisfied you are with your career as a high performance athlete. Using the scale provided, to what extent are you satisfied with the following aspects of your experience in high performance sport?

### Q2A

Your pace of development

Extremely dissatisfied 1 .....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q2B**

Your level of achievement/performance

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q2C**

The recognition you receive

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q2D**

Enjoyment you get from your sport

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q2E**

Encouragement you get from your family and friends

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q2F**

Encouragement you get from your employer

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q2G**

The amount of income/material rewards derived from your involvement in sport

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

## Q2H

### Confidence in a doping-free Canadian sport environment

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

## Q2I

### Experiencing a violence-free Canadian sport environment

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

## Q2J

### Treated with respect within your Canadian sport environment

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q2K**

Experiencing a harassment/abuse-free Canadian sport environment

Extremely dissatisfied 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know.....	9

**PQ3 [0,0]**

Have you participated as an athlete in:

**Q3A**

Canada Games

Yes.....	1
No .....	2
No response .....	9

**Q3B**

North American Indigenous Games

Yes.....	1
No .....	2
No response .....	9

**Q4**

What is your long-term performance objective in your sport?

To be the best in the World Olympic / Paralympic or World Championships .....	1
To be among the top 8 in the World.....	2
To be among the top 16 in the World.....	3
To be the best Canadian .....	4
To be the best in your province .....	5
To be the best you can be no matter what the ranking .....	6
Other (please specify)-> AQ4; C350 L2 C75 .....	77
Don't know/No response.....	99

**Q5**

Do you have a written annual training and competition plan that is tailored to you specifically?

Yes.....	1	
No .....	2	->Q12
Don't know/No response.....	9	->Q12

**Q6**

Who is primarily responsible for developing your annual training and competition plan?

National Team Coach .....	1	
Discipline Coach .....	2	
Personal Coach .....	3	
Yourself .....	4	->PQ9
Combination of above .....	5	
Other (please specify)-> AQ6; C150 L1 C75 .....	77	
Don't know/No response.....	99	->PQ9

**Q7**

How much input would you say you had in the past year into this plan?

Not very much .....	1
A little bit .....	2
A moderate amount .....	3
A large amount .....	4
Don't know/No response.....	9

**Q8**

How satisfied are you with the extent of input that you had into the development of your training and competition plan?

1 Not at all satisfied .....	1
2 .....	2
3 .....	3
4 Moderately satisfied .....	4
5 .....	5
6 .....	6
7 Extremely satisfied .....	7
Don't know/No response.....	9

**PQ9 [0,0]**

Does your plan include clear performance targets for:

**Q9A**

This year

Yes.....	1
No .....	2
Don't know/No response.....	9

**Q9B**

Future years

Yes.....	1
No .....	2
Don't know/No response.....	9

**Q10**

How satisfied are you with your training and competition plan overall?

1 Not at all satisfied.....	1
2.....	2
3.....	3
4 Moderately satisfied .....	4
5.....	5
6.....	6
7 Extremely satisfied .....	7
Don't know/No response.....	9

**Q11**

To what extent would you say that you follow your training and competition plan?

1 Not at all.....	1
2.....	2
3.....	3
4 Somewhat .....	4
5.....	5
6.....	6
7 Completely .....	7
Don't know/No response.....	9

## Q12

Which of these best describes your sport-specific principal coach?

My coach is employed by my National Sport Organization (NSO) on a full-time basis .....	1
My coach is employed or contracted by my NSO on a part-time basis .....	2
My coach is my personal coach (i.e. not employed or contracted by my NSO).....	3
There is no one person whom I regard as my principal coach.....	4
Other (please specify)-> AQ12; C350 L2 C75.....	77
Don't know/No response.....	99

->Q15

## Q13P [0,0]

The next few questions are referring to this same “principal coach”.

## Q13

On average, how many hours per week do you have contact with your principal coach during training and competition periods?

hours per week-> AQ13; N5.1 [0-168] .....	1
Don't know/No response.....	999

## PQ14 [0,0]

How satisfied are you with the following about your principal coach?

## Q14A

Amount of time they spend with you

Not at all satisfied 1 .....	1
2 .....	2
3 .....	3
Moderately satisfied 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Don't know .....	9



**Q14B**

Technical expertise

Not at all satisfied 1 .....	1
2 .....	2
3 .....	3
Moderately satisfied 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Don't know .....	9

**Q14C**

Overall quality of coaching

Not at all satisfied 1 .....	1
2 .....	2
3 .....	3
Moderately satisfied 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Don't know .....	9

**Q15**

What was the average number of hours per week you devoted to your sport during the training and competitive period in the past year? Please include the time you devoted to training, meetings with coaches and sport scientists, competitions, travel, recovery activities, etc.

hours per week-> AQ15; N3.0 [0-168] .....	1
Don't know/No response.....	999

**PQ16 [0,0]**

How adequate or inadequate are each of the following to support your Olympic/Paralympic/World Championship aspiration?

**Q16A**

The type of competition experience you are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q16B**

The amount of competition experience you are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q16C**

The quality of training you are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q16D**

The amount of training experience you are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q16I**

The sport science and sport medicine services you are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q16E**

The physical access you have to high quality training facilities

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q16F**

Financial support from all sources

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q16G**

Non-monetary support from friends and family

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q16H**

Non-monetary support from your employer

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q17**

What percentage of your annual training program is spent with the Canadian National Team, supported by National Team staff?

%-> AQ17; N3.0 [0-100] .....	1
Don't know/No response.....	999

**Q18BOX [0,3]**

1-> AQ18BOX; C150 L1 C20 ..... 1

**PQ18 [0,0]**

Thinking about the last 12 months, how satisfied or dissatisfied have you been with your access to the following services in the official language of your choice?

**Q18A**

Coaching services

Not at all satisfied 1 ..... 1  
 2 ..... 2  
 3 ..... 3  
 Moderately satisfied 4 ..... 4  
 5 ..... 5  
 6 ..... 6  
 Extremely satisfied 7 ..... 7  
 Not applicable ..... 8  
 Don't know ..... 9

**Q18B**

National Team information

Not at all satisfied 1 ..... 1  
 2 ..... 2  
 3 ..... 3  
 Moderately satisfied 4 ..... 4  
 5 ..... 5  
 6 ..... 6  
 Extremely satisfied 7 ..... 7  
 Not applicable ..... 8  
 Don't know ..... 9

**Q18C**

Sport medicine services

Not at all satisfied 1 ..... 1  
 2 ..... 2  
 3 ..... 3  
 Moderately satisfied 4 ..... 4  
 5 ..... 5  
 6 ..... 6  
 Extremely satisfied 7 ..... 7  
 Not applicable ..... 8  
 Don't know ..... 9

**Q18D**

Sport science services

Not at all satisfied 1 .....	1
2 .....	2
3 .....	3
Moderately satisfied 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q18E [0,1]**

Other (please specify)Q18BOX

Not at all satisfied 1 .....	1
2 .....	2
3 .....	3
Moderately satisfied 4 .....	4
5 .....	5
6 .....	6
Extremely satisfied 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q19**

Have you used the services provide by one of the Canadian Sport Centres (CSCs)?

Yes.....	1
No .....	2
Don't know/No response.....	9

**Q20 [1,5]**

If... Q19.EQ.2

Why haven't you used these services?

Too far away.....	1	
Have what I need closer to me.....	2	
Didn't think that I could use the CSC's.....	3	
Not aware of what types of services the CSC's have or how they can benefit me .....	4	
Other (please specify)-> AQ20; C350 L2 C75.....	77	B
Don't know/No response.....	99	BX

**Q21 [1,7]**

If... Q19.EQ.1

Which of the CSCs have you used?

CSC Atlantic.....	1	
Centre National Multisport-Montréal .....	2	
CSC Ontario .....	3	
CSC Manitoba .....	4	
CSC Saskatchewan.....	5	
CSC Calgary.....	6	
CSC Pacific (Pacific Sport Vancouver and Victoria) .....	7	
None of the above.....	8	BX
Don't know/No response.....	9	BX

**Q22 [1,7]**

If... Q19.EQ.1

Of the following people, who typically provides you with advice on what sport science and sport medicine services you should be accessing at the CSC?

Select all that apply

Personal Coach.....	1	
National Coach .....	2	
CSC Athlete Service Manager.....	3	
CSC Sport Science Manager/Advisor .....	4	
NSO's High Performance Director.....	5	
NSO's Athlete Service Manager .....	6	
No one does I decide myself.....	7	X
Other (please specify)-> AQ22; C250 L1 C75.....	77	
Don't know/No response.....	99	X

**Q23**

If... Q19.EQ.1

Were you able to access all the sport science and sport medicine services you needed over the last 12 months from your CSC?

Yes.....	1
No .....	2
Don't know/No response.....	9

**Q24 [1,3]**

If... Q23.EQ.2
----------------

What additional sport science and sport medicine services would you like to receive?

Response-> AQ24; C350 L3 C75.....	77	
Don't know/No response.....	99	X

**Q25BOX [0,3]**

1-> AQ25BOX; C150 L1 C20 .....	1
--------------------------------	---

**Q25P [0,0]**

How important are each of the following sport science services in terms of the positive impact that they can have on your performance?

**Q25A**

Biomechanics

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q25B**

Fitness testing

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9



### **Q25C**

#### **Nutrition**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

### **Q25D**

#### **Performance analysis**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

### **Q25E**

#### **Physiology assessment and monitoring**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q25F**

## Sport psychology

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q25G**

## Skill/technique analysis

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q25H**

## Strength and conditioning

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q25I [0,1]**

Other (please specify)Q25BOX

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q25CL**

Q25CL = n\_such(4,5,6,7,"Q25A-Q25I")

None .....	0
1 .....	1
All.....	9

**Q26P [0,0]**

If... Q25CL.GE.1

Thinking about the sport science services you have received from the CSC over the last 12 months, please rate the quality of each of the following:

**Q26A**

If... Q25A.EQ.4-7

**Biomechanics**

Very poor 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Very good 7 .....	7
Not applicable.....	8
Don't know .....	9

## Q26B

If... Q25B.EQ.4-7

### Fitness testing

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

## Q26C

If... Q25C.EQ.4-7

### Nutrition

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

## Q26D

If... Q25D.EQ.4-7

### Performance analysis

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q26E**

If... Q25E.EQ.4-7
-------------------

**Physiology assessment and monitoring**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q26F**

If... Q25F.EQ.4-7
-------------------

**Sport psychology**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q26G**

If... Q25G.EQ.4-7
-------------------

**Skill/technique analysis**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q26H**

If... Q25H.EQ.4-7
-------------------

**Strength and conditioning**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q26I**

If... Q25I.EQ.4-7
-------------------

**Other (&AQ25BOX)**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q27BOX [0,3]**

1-> AQ27BOX; C150 L1 C20 .....	1
--------------------------------	---

**Q27P [0,0]**

How important are each of the following sport medicine services in terms of the positive impact that they can have on your performance?

**Q27A**

**Chiropractic**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q27B**

**Massage**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q27C**

**Osteopathy**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q27D**

## Physiotherapy

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q27E**

## Podiatry

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q27F**

## Advice/treatment from a sport doctor (e.g. team doctor, CSC-based doctor)

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9



**Q27G**

Athletic therapy

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q27H [0,1]**

Other (please specify)Q27BOX

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q27CL**

Q27CL = n\_such(4,5,6,7,"Q27A-Q27H")

None .....	0
1 .....	1
All.....	8

**Q28P [0,0]**

If... Q27CL.GE.1

Thinking about the sport medicine services you have received from the CSC over the last 12 months, please rate the quality of each of the following:

### Q28A

If... Q27A.EQ.4-7

#### Chiropractic

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

### Q28B

If... Q27B.EQ.4-7

#### Massage

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

### Q28C

If... Q27C.EQ.4-7

#### Osteopathy

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q28D**

If... Q27D.EQ.4-7
-------------------

**Physiotherapy**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q28E**

If... Q27E.EQ.4-7
-------------------

**Podiatry**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q28F**

If... Q27F.EQ.4-7
-------------------

**Advice/treatment from a sport doctor (e.g. team doctor, CSC-based doctor)**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q28G**

If... Q27G.EQ.4-7
-------------------

Athletic therapy

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q28H**

If... Q27H.EQ.4-7
-------------------

Other (&amp;&amp;AQ27BOX)

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**PQ30A [0,0]**

The following section will help to profile the current economic situation for carded athletes and the potential need for assistance. Please be assured that all responses will be seen only by the research team at EKOS Research and will be kept completely confidential. No data sent back to Sport Canada will enable the identification of individual athletes.

**PQ30 [0,0]**

What was the approximate breakdown of your gross annual income (i.e., before taxes are deducted) for 2008 from each of the following sources:

Please enter numbers without commas and enter zero if no income is received from a specific source on an annual basis. &Q30ERR

**Q30A**

Employment - full or part-time

Gross annual income-&gt; AQ30A; N7.0 [0-9999990] ..... 1

Don't know/ No response ..... 9

**Q30B**

Sport Canada's Athlete Assistance Program

Gross annual income-&gt; AQ30B; N7.0 [0-9999990] ..... 1

Don't know/ No response ..... 9

**Q30C**

Provincial/Territorial government athlete assistance

Gross annual income-&gt; AQ30C; N7.0 [0-9999990] ..... 1

Don't know/ No response ..... 9

**Q30D**

NSO direct support - performance bonus, living and training subsidy etc.

Gross annual income-&gt; AQ30D; N7.0 [0-9999990] ..... 1

Don't know/ No response ..... 9

**Q30E**

Sport-related income - pro-salary, prize money, sponsorship, endorsements, athletic scholarship etc.

Gross annual income-&gt; AQ30E; N7.0 [0-9999990] ..... 1

Don't know/ No response ..... 9

**Q30F**

Sport awards - RONA, HBC, Petro Canada, Bell, Investors Group, RBC, VISA, CAN Fund, Fast Canada, COC Athlete Excellence Fund, Fondation de l'athlète d'excellence du Québec, Fondation Nordiques etc.

Gross annual income-&gt; AQ30F; N7.0 [0-9999990] ..... 1

Don't know/ No response ..... 9

### Q30G

Other - donations, employment insurance or social assistance, interest or dividends, provincial sport organization financial support, etc.

Gross annual income-> AQ30G; N7.0 [0-9999990] ..... 1  
Don't know/ No response ..... 9

### Q30CAL

$AQ30CAL = (\$AQ30A + \$AQ30B + \$AQ30C + \$AQ30D + \$AQ30E + \$AQ30F + \$AQ30G)$   
1-> AQ30CAL; N7.0 [-] FORMAT = DOLLAR0 ..... 1

### Q30SKP

$Q30SKP = n\_such(9, "Q30A-Q30G")$

Number of sources didn't provide a response to (answered DK/NR)"[FR]Nombre de sources restées sans réponse (soit NSP/PDR)

0 ..... 0  
All ..... 7

### Q29

If... Q30SKP.NE.7

Please confirm that &&AQ30CAL was your approximate total gross annual income (before taxes are deducted) for 2008 from all sources?

Yes..... 1  
No ..... 2  
Don't know/No response..... 9

### Q30ERR

If... Q29=2

Please correct your answer(s). ..... 1

->PQ30

### Q31A

Have you incurred any loans while pursuing your athletic career?

Yes..... 1  
No ..... 2  
Don't know/No response..... 9

**Q31BOX [0,3]**

1-> AQ31BOX; C150 L1 C20 ..... 1

**PQ31B [0,0]**

If... Q31A.EQ.1

Which of the following type of loans do you have currently and roughly how much do you currently owe in each?

Select all that apply

**Q31BA**

If... Q31A.EQ.1

Government student loans

Yes, amount owed-> AQ31BA; N6.0 [0-999990] ..... 1  
 No ..... 2  
 Don't know/ No response ..... 9

**Q31BB**

If... Q31A.EQ.1

Loans from parents, spouse, friend

Yes, amount owed-> AQ31BB; N6.0 [0-999990] ..... 1  
 No ..... 2  
 Don't know/ No response ..... 9

**Q31BC**

If... Q31A.EQ.1

Loans from financial institutions (excluding mortgages)

Yes, amount owed-> AQ31BC; N6.0 [0-999990] ..... 1  
 No ..... 2  
 Don't know/ No response ..... 9

**Q31BD**

If... Q31A.EQ.1

Credit cards

Yes, amount owed-> AQ31BD; N6.0 [0-999990] ..... 1  
 No ..... 2  
 Don't know/ No response ..... 9

**Q31BE [0,1]**

If... Q31A.EQ.1
-----------------

Other (please specify) Q31BOX  
 Yes, amount owed-> AQ31BE; N6.0 [0-999990] ..... 1  
 No ..... 2  
 Don't know/ No response ..... 9

**Q32BOX [0,3]**

1-> AQ32BOX; C150 L1 C20 ..... 1

**PQ32 [0,0]**

To what extent do you depend on each of the following sources for financial or material support that you are not required to pay back?

**Q32A**

Parents  
 No extent at all 1 ..... 1  
 2 ..... 2  
 3 ..... 3  
 Moderate extent 4 ..... 4  
 5 ..... 5  
 6 ..... 6  
 Great extent 7 ..... 7  
 Not applicable ..... 8  
 Don't know ..... 9

**Q32B**

Spouse/partner  
 No extent at all 1 ..... 1  
 2 ..... 2  
 3 ..... 3  
 Moderate extent 4 ..... 4  
 5 ..... 5  
 6 ..... 6  
 Great extent 7 ..... 7  
 Not applicable ..... 8  
 Don't know ..... 9



**Q32C**

Other family member(s)

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q32D**

Friend(s)

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q32E**

Sport Canada AAP

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q32F**

Provincial AAP

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q32G [0,1]**

Other (please specify)Q32BOX

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Not applicable.....	8
Don't know.....	9

**PQ33 [0,0]**

What are the approximate average monthly expenses you incur in each of the following areas?

Please enter numbers without commas and enter zero if no expenses are incurred on a monthly basis.

**Q33A**

Housing (including mortgage/rent, utilities and all housing related expenses)

Amount-> AQ33A; N6.0 [0-999990] .....	1
Don't know/ No response .....	9

**Q33B**

Living expenses - food, clothing, transportation etc

Amount-> AQ33B; N6.0 [0-999990] .....	1
Don't know/ No response .....	9

**Q33C**

Sport expenses - equipment, competition entry fees, coaching fees, travel, facility user fees etc

Amount-> AQ33C; N6.0 [0-999990] ..... 1  
Don't know/ No response ..... 9

**Q33D**

Other (any other monthly expenses not accounted for above)

Amount-> AQ33D; N6.0 [0-999990] ..... 1  
Don't know/ No response ..... 9

**PQ34 [0,0]**

Thinking about the last 12 months, how much has money been a barrier to your accessing each of the following:

**Q34A**

Appropriate nutrition

No extent at all 1 ..... 1  
2 ..... 2  
3 ..... 3  
Moderate extent 4 ..... 4  
5 ..... 5  
6 ..... 6  
Great extent 7 ..... 7  
Don't know ..... 9

**Q34B**

Coaching

No extent at all 1 ..... 1  
2 ..... 2  
3 ..... 3  
Moderate extent 4 ..... 4  
5 ..... 5  
6 ..... 6  
Great extent 7 ..... 7  
Don't know ..... 9

### **Q34C**

#### **Competitions**

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

### **Q34D**

#### **Equipment**

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

### **Q34E**

#### **Proper housing**

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

### **Q34F**

#### **Sport medicine services**

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

### Q34G

#### Training facilities

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

### Q35

Approximately what level of total gross annual personal income (before taxes are deducted) would be the minimum necessary to support yourself and enable you to train on a full-time basis?

Less than \$20,000 .....	1
\$20,000-\$29,999 .....	2
\$30,000-\$39,999 .....	3
\$40,000-\$49,999 .....	4
\$50,000-\$59,999 .....	5
\$60,000-\$69,999 .....	6
\$70,000-\$79,999 .....	7
\$80,000-\$99,999 .....	8
\$100,000-\$119,999 .....	9
\$120,000 or more .....	10
Don't know/No response .....	99

### Q36

At what level of total gross annual personal income (before taxes are deducted) do you believe that support from the AAP would no longer be necessary to cover your own annual living expenses?

Less than \$20,000 .....	1
\$20,000-\$29,999 .....	2
\$30,000-\$39,999 .....	3
\$40,000-\$49,999 .....	4
\$50,000-\$59,999 .....	5
\$60,000-\$69,999 .....	6
\$70,000-\$79,999 .....	7
\$80,000-\$99,999 .....	8
\$100,000-\$119,999 .....	9
\$120,000 or more .....	10
Do not believe that there should be an upper limit on personal income for AAP ....	98
Don't know/No response .....	99

**Q37**

Do you know who the NSO athlete representative(s) is in your sport?

Yes..... 1  
No ..... 2  
Don't know/No response..... 9

**Q38**

If... Q37.EQ.1

How satisfied are you with the contact and consultation that you have with your athlete representative?

1 Extremely dissatisfied ..... 1  
2 ..... 2  
3 ..... 3  
4 Neither ..... 4  
5 ..... 5  
6 ..... 6  
7 Extremely satisfied ..... 7  
Don't know/No response..... 9

**Q39**

If... Q37.EQ.1

How would you rate the quality of your relationship with your NSO?

1 Extremely low quality ..... 1  
2 ..... 2  
3 ..... 3  
4 Moderate quality..... 4  
5 ..... 5  
6 ..... 6  
7 Extremely high quality ..... 7  
Don't know/No response..... 9

**Q40**

Do you know what the purpose of AthletesCAN is?

Yes..... 1  
No ..... 2  
Don't know/No response..... 9

**Q41**

If... Q40.EQ.1
----------------

How satisfied are you with the athlete representation that you think AthletesCAN provides on issues relevant to your sport?

Not at all satisfied .....	1
Moderately satisfied .....	2
Extremely satisfied .....	3
Don't know enough to comment .....	9

**Q42P [0,0]**

The following reflect various views on Sport Canada financial support for athletes. Please indicate the extent to which you agree or disagree with each of the following statements.

**Q42D**

The AAP has made it possible for me to achieve higher levels of athletic performance

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q42E**

The funding provided to me by the AAP is sufficient to meet my living and training needs

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q42F**

I received AAP funding too late in my career

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q42G**

AAP is assisting or has assisted me in pursuing post-secondary education

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q43BOX1 [0,3]**

1-> AQ43BOX1; C150 L1 C20.....	1
--------------------------------	---

**Q43BOX2 [0,3]**

1-> AQ43BOX2; C150 L1 C20.....	1
--------------------------------	---

**Q43P [0,0]**

If changes were to be made to the AAP, please indicate what you think are the first, second and third priorities for AAP.

(Select one issue as your 1st choice, one as your 2nd, and one as your 3rd.)&Q43ERR



### Q43A

#### TOP 3 PRIORITIES

1st

Supplementary support based on performance .....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) Q43BOX1 .....	6	B
Other (please specify) Q43BOX2 .....	77	B

### Q43B

2nd

Supplementary support based on performance .....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) Q43BOX1 .....	6	B
Other (please specify) Q43BOX2 .....	77	B

### Q43C

3rd

Supplementary support based on performance .....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) Q43BOX1 .....	6	B
Other (please specify) Q43BOX2 .....	77	B

### Q43ERR

If... (Q43A.EQ.Q43B).OR.(Q43A.EQ.Q43C).OR.(Q43B.EQ.Q43C)
--

Sorry. The following table demands that you select the category only once.

Please correct your answer(s). .... 1

->Q43P

### Q61B

Currently, all athletes carded at the senior level receive the same monthly amount of financial assistance (\$1,500). Which of the following would you prefer?

- The status quo, where all athletes carded at the senior level receive the same financial assistance, regardless of performance or demonstrated need ..... 1
- The same basic financial assistance for senior carded athletes, with additional assistance available for those demonstrating need (i.e., the living expenses of the athlete and their income), which may require Sport Canada to card fewer athletes each year..... 2
- The same basic financial assistance for senior carded athletes, with additional assistance determined by the performance of the athlete, which may require Sport Canada to card fewer athletes each year..... 3
- A combination of the second and third choice above (i.e., additional assistance, determined by a combination of performance and/or demonstrated need) which may require Sport Canada to card fewer athletes each year ..... 4
- Don't know/No response..... 9

### Q62P [0,0]

How much do you think that each of the following should be factored into the amount that each carded athlete receives in federal government assistance through the AAP?

### Q62A

- The athlete's personal income
- Not at all 1 ..... 1
- 2 ..... 2
- 3 ..... 3
- Moderate extent 4 ..... 4
- 5 ..... 5
- 6 ..... 6
- Great extent 7 ..... 7
- Don't know ..... 9

**Q62B**

The personal income of the average Canadian

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62C**

The athlete's performance in their sport

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62D**

The number of years an athlete has been carded

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62E**

The athlete's demonstrated need for living expenses (considering living expenses and non-government income)

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62F**

The athlete's demonstrated need for assistance with training expenses

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q44P [0,0]**

The main contact for athletes receiving AAP support is their NSO, however from time to time athletes contact AAP staff for information about the Program or questions regarding the benefits of the Program. The following questions have been designed to ascertain your satisfaction as an athlete with the service provided by AAP staff.

**Q44**

Have you contacted Sport Canada AAP staff in the past 12 months?

Yes.....	1	
No .....	2	->Q50
No response .....	9	->Q50

**Q45 [1,9]**

What was this contact about?

Please select all that apply

Tuition .....	1	
Deferred tuition .....	2	
Living and training payment.....	3	
Direct deposit of AAP payments .....	4	
An appeal.....	5	
Special needs .....	6	
The NSO / Athlete Agreement .....	7	
Carding criteria.....	8	
Other (please specify)-> AQ45; C350 L1 C75.....	77	B
No response .....	99	BX

#### Q46

How did you contact the Sport Canada AAP staff?

(Please select main method if you used more than one)

Telephone .....	1	
Email .....	2	
Mail .....	3	
Fax .....	4	
Other (please specify)-> AQ46; C150 L1 C75 .....	77	B
No response .....	99	B

#### Q47A

*If by telephone*

If... Q46.EQ.1

Was the wait time acceptable to get through to a staff member?

Yes.....	1
No .....	2
No response .....	9

#### Q47B

*If by telephone*

If... Q46.EQ.1

Did you get the information you needed?

Yes.....	1
No .....	2
No response .....	9

#### Q47C

*If by telephone*

If... Q46.EQ.1

Was the information clear and easy to understand?

Yes.....	1
No .....	2
No response .....	9

**Q47D***If by telephone*

If... Q46.EQ.1

Was the staff member courteous?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q47E***If by telephone*

If... Q46.EQ.1

Did you feel that you were being served in the language of your choice (i.e., English or French)?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q47F***If by telephone*

If... Q46.EQ.1

Did you have to leave a voice message?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q47AA**

If... Q47A.EQ.2

You indicated that the wait time to get through to a staff member was unacceptable. How long did this take (in minutes)?

minutes-> AQ47AA; N2.0 [1-98] ..... 1  
 Don't know/No response..... 99

**Q47G**

If... Q47F.EQ.1

You indicated that you had to leave a voice message. Did someone get back to you in a reasonable period of time?

Yes..... 1  
 No ..... 2  
 Don't know/No response..... 9

### Q47GG

If... Q47G.EQ.2

How long did it take before someone got back to you?

1-> AQ47GG; N3.0 [1-998] .....	1	N
minutes .....	2	
hours .....	3	
days.....	4	
Don't know/No response.....	999	

### Q48A

*If the main way was by email, mail, fax*

If... Q46.EQ.2-4

Did someone get back to you in a reasonable period of time?

Yes.....	1
No .....	2
No response .....	9

### Q48B

*If the main way was by email, mail, fax*

If... Q46.EQ.2-4

Did you get the information you needed?

Yes.....	1
No .....	2
No response .....	9

### Q48C

*If the main way was by email, mail, fax*

If... Q46.EQ.2-4

Was the response in the language of your request?

Yes.....	1
No .....	2
No response .....	9

**Q48D***If the main way was by email, mail, fax*

If... Q46.EQ.2-4

Was the information clear and easy to understand?

Yes.....	1
No.....	2
No response .....	9

**Q48AA**

If... Q48A.EQ.2

How long did it take before someone got back to you?

1-> AQ48AA; N3.0 [1-998] .....	1	N
minutes .....	2	
hours .....	3	
days.....	4	
Don't know/No response.....	999	

**Q49**

How satisfied were you with the overall quality of service you received?

Very dissatisfied .....	1
Dissatisfied .....	2
Satisfied .....	3
Very satisfied.....	4
Not used/Not applicable .....	8
Don't know/No response.....	9

**Q50 [1,3]**

Do you have any suggestions on how AAP can improve its service delivery?

Yes (please specify)-> AQ50; C350 L2 C75.....	77	
No suggestions .....	98	X
Don't know/No response.....	99	X

**Q51P [0,0]**

In this final section, you are being asked a series of questions about your background, including your education and family status. This information is being gathered in order to better understand the groups of athletes that have provided specific types of responses and your responses will be kept strictly confidential.



**Q51**

Are you currently attending school?

Yes.....	1
No .....	2
No response .....	9

**Q51B**

If yes, is this in Canada?

Yes.....	1
No .....	2
No response .....	9

**Q52**

If... Q51.EQ.1

Is that full-time or part-time?

Full-time .....	1
Part-time .....	2
No response .....	9

**Q53**

If... Q51.EQ.1

Do you attend:

High school.....	1
College/CEGEP.....	2
Vocational school .....	3
University .....	4
Other (please specify)-> AQ53; C150 L1 C75.....	77
No response .....	99

**Q54**

What is the highest level of formal education that you have completed?

Primary School.....	1
High School .....	2
College/CEGEP.....	3
University Undergraduate .....	4
University Graduate or post graduate.....	5
Other (please specify)-> AQ54; C150 L1 C75.....	77
No response .....	99

**Q55**

What is your current marital status?

Never married.....	1
Now married/common law .....	2
Separated .....	3
Divorced .....	4
Widowed .....	5
No response .....	9

**PQ56 [0,0]**

Do you have any dependents? A dependent is a person who you provide material support for (e.g., living expenses, shelter).

**Q56A**

Number of adult dependents

Yes, specify number-> AQ56A; N2.0 [1-30] .....	1
No .....	98
No response .....	99

**Q56B**

Number of child dependents

Yes, specify number-> AQ56B; N2.0 [1-30] .....	1
No .....	98
No response .....	99

**Q57**

Do you live with your parents?

Yes.....	1
No .....	2
No response .....	9

**Q58**

Thinking about what you need to reach your potential, how supportive would you say the Canadian sport system has been overall?

1 Not at all supportive .....	1
2.....	2
3.....	3
4 Moderately supportive.....	4
5.....	5
6.....	6
7 Very supportive .....	7
Don't know/No response.....	9

**Q59**

To what extent would you say you agree or disagree with the statement: If faced with the same decision again, I would still choose to become a high performance athlete.

1 Strongly disagree .....	1
2.....	2
3.....	3
4 Neither agree nor disagree .....	4
5.....	5
6.....	6
7 Strongly agree.....	7
Don't know/No response.....	9

**Q60 [1,3]**

Finally, do you have any comments on topics not addressed in the questionnaire that you wish to bring to the attention of AAP management?

Yes (please specify)-> AQ60; C350 L2 C75.....	77	
No other comments.....	98	X
Don't know/No answer .....	99	X



## APPENDIX B

### COACH QUESTIONNAIRE



## ENG

Survey of Canada's high performance athletes / Sondage auprès des athlètes canadiens de haut niveau

Welcome to the survey! EKOS Research Associates has been commissioned by Sport Canada to conduct a survey of high performance athletes.

The purpose of this research is to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, economic, social, education, work, and other areas of athletes' lives, as well as the environment of Canadian high performance sport. This research is aimed at updating information collected in 1990, 1996 and 2004 which will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.

To participate, please visit the survey web site by using one of these two links:

For an accessible version of the survey use the link here:

[http://97.ca/ekos/cwx.cgi? proj=0519C& lang=EN& access=1& telkey={\\$ telkey}:WINTRO](http://97.ca/ekos/cwx.cgi? proj=0519C& lang=EN& access=1& telkey={$ telkey}:WINTRO)

For a traditional version of the survey use the link here:

[http://97.ca/ekos/cwx.cgi?EN:0519C:{\\$ telkey}:WINTRO](http://97.ca/ekos/cwx.cgi?EN:0519C:{$ telkey}:WINTRO)

If you have any questions regarding this survey, please email us at [athletes@ekos.com](mailto:athletes@ekos.com) or call us at 1-888-688-0709. You may also call Bob Price, Manager of the Athletes Assistance Program, at Sport Canada at (819) 956-8027 if you have any questions about the legitimacy of or context for the survey.

Thank you in advance for your participation.

Susan Galley

Senior Vice President, Quantitative Research

[sgalley@ekos.com](mailto:sgalley@ekos.com)

Telephone (613) 235-7215 ext. 123

Facsimile (613) 235-8498

[www.ekos.com](http://www.ekos.com)

\*\*\*\*\*

## PINTRO

### **PHONE INTRO**

Hello, may I speak to ...

Hello, my name is ... and I work for Ekos Research Associates.

EKOS Research Associates has been commissioned by Athletes CAN and Sport Canada to conduct a survey of high performance athletes. One component of the study involves coaches and High Performance Directors.

The purpose of this research is to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, economic, social, education, work, and other areas of athletes' lives, as well as the environment of Canadian

high performance sport. This research is aimed at updating information collected in 1990, 1996 and 2004 which will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.

Please be assured that your responses will be kept strictly confidential.

## **PRIV**

### ***PHONE ONLY***

This call may be recorded for quality control or training purposes.

## **WINTRO**

### ***WEB INTRO***

Welcome to the survey! EKOS Research Associates has been commissioned by Sport Canada to conduct a survey of high performance athletes.

The purpose of this research is to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, economic, social, education, work, and other areas of athletes' lives, as well as the environment of Canadian high performance sport. This research is aimed at updating information collected in 1990, 1996 and 2004 which will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.

Please be assured that your responses will be kept strictly confidential.

## **INSTRUCTIONS**

Please consider the questions and your answers carefully.

On each screen, after selecting your answer, click on the "Continue" or "Back" buttons at the bottom of the screen to move forward or backward in the questionnaire.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

If you have any questions about how to complete the survey, please call EKOS Research Associates at 1-888-688-0709 or send an email to [athletes@ekos.com](mailto:athletes@ekos.com).

Thank you in advance for your participation.



**Q1**

Would you describe your position as:

READ LIST up to 'Other'

High Performance Director .....	1
National Team Coach .....	2
Other (please specify).....	77

**Q2P**

Are you employed by a:

**Q2A**

National Sport Organization

Yes.....	1
No .....	2
No response .....	9

**Q2B**

Provincial Sport Organization

Yes.....	1
No .....	2
No response .....	9

**Q2C**

Club

Yes.....	1
No .....	2
No response .....	9

**Q2D**

University

Yes.....	1
No .....	2
No response .....	9

**Q2E**

Self-employed

Yes..... 1  
No ..... 2  
No response ..... 9

**Q2G**

Are you employed by any other sport-related organization or group?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q3**

*Skip if high performance director*

How many nationally carded athletes do you currently coach or work with?

1 ..... 1  
Don't know/No response..... 999

**Q4**

Have you coached any athletes to Olympic, Paralympic or World Championship medals?

Yes..... 1  
No ..... 2                      ->Q5P  
Don't know/No response..... 999

**Q4B**

*If yes*

In which year was the most recent medal won?

year ..... 1  
Never ..... 9998  
Don't know/No response..... 9999

### Q5P

In a number of the questions throughout the questionnaire you will be asked to respond on the basis of all athletes you work with on a regular basis. The purpose of these questions is to ask coaches and High Performance Directors to provide an overall perspective across all of the athletes that you are in contact with, rather than to focus on one athlete (which is what the athletes are being asked to do).

### Q5

Considering all athletes that you work with, how much input would you say that you typically have into their individual training and competition plans each year?

- Not very much ..... 1
- A little bit ..... 2
- A moderate amount ..... 3
- A large amount ..... 4
- Not applicable – most athletes I work with don't have an annual plan ..... 8
- Don't know/No response..... 9

### Q6

#### *If applicable*

How satisfied are you with the extent of input that you have into the development of the training and competition plans of the athletes you work with?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

- 1 Not at all satisfied ..... 1
- 2 ..... 2
- 3 ..... 3
- 4 Moderately satisfied ..... 4
- 5 ..... 5
- 6 ..... 6
- 7 Extremely satisfied ..... 7
- Don't know/No response..... 9

### Q7P

How adequate or inadequate are each of the following to support the Olympic/Paralympic/World Championship aspirations of the athletes you work with?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

**Q7A**

The type of competition experience they are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7B**

The amount of competition experience they are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7C**

The quality of training they are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7D**

The amount of training experience they are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7I**

The sport science and sport medicine services they are getting

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7E**

The physical access they have to high quality training facilities

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7F**

Financial support they have from all sources

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7G**

Their non-monetary support from friends and family

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q7H**

Their non-monetary support from their employer

Not at all adequate 1 .....	1
2 .....	2
3 .....	3
Moderately adequate 4 .....	4
5 .....	5
6 .....	6
Completely adequate 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q8**

Do you think high performance athletes in your sport retire prematurely from the national team; that is before they reach their full potential?

Yes.....	1
No .....	2
Don't know/No response.....	9

### Q9P

#### *If yes to Q8*

Relatively speaking, how important do you think each of the following reasons are for why high performance athletes in your sport retire prematurely?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

### Q9A

#### *If yes to Q8*

Dissatisfaction with their performance

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9B

#### *If yes to Q8*

Insufficient income to support family (that is, income from all sources)

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9C

#### *If yes to Q8*

Family commitments (i.e., time constraints)

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9D

#### *If yes to Q8*

Conflict with non-sport career goals

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9E

#### *If yes to Q8*

Conflict with educational goals

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9F

#### *If yes to Q8*

Inadequate technical support (e.g., coaches and facilities)

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9



### **Q9G**

*If yes to Q8*

Injury

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### **Q9H**

*If yes to Q8*

Conflict with coaches

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### **Q9I**

*If yes to Q8*

Reached personal objectives

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9J

*If yes to Q8*

Unwillingness to relocate

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9K

*If yes to Q8*

Pursued professional sport opportunities

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q9L

*If yes to Q8*

Pursued a full-time career

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q9M**

***If yes to Q8***

Is there any other reason why athletes retire prematurely that has not already been covered here?

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q19C**

Have the athletes you work with used the services provided by one of the Canadian Sport Centres (CSCs)?

Yes.....	1
No .....	2
Don't know/No response.....	9

**Q19C2**

***If not***

Why haven't they used these services?

Too far away .....	1	
Have what they need closer to them .....	2	
Didn't think that they could use the CSC's .....	3	
Not aware of what types of services the CSC's have or how they can benefit them .....	4	
Other (please specify).....	77	B
Don't know/No response.....	99	BX

### Q19C3

*If yes*

Which of the CSCs have they used?

CSC Atlantic.....	1	
Centre National Multisport-Montréal.....	2	
CSC Ontario.....	3	
CSC Manitoba.....	4	
CSC Saskatchewan.....	5	
CSC Calgary.....	6	
CSC Pacific (Pacific Sport Vancouver and Victoria).....	7	
None of the above.....	8	BX
Don't know/No response.....	9	BX

### Q10P

How important are each of the following sport science services in terms of the positive impact that they can have on the performance of the athletes that you work with?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

#### Q10A

Biomechanics

Not at all important 1.....	1
2.....	2
3.....	3
Moderately important 4.....	4
5.....	5
6.....	6
Very important 7.....	7
Not applicable.....	8
Don't know.....	9

#### Q10B

Fitness testing

Not at all important 1.....	1
2.....	2
3.....	3
Moderately important 4.....	4
5.....	5
6.....	6
Very important 7.....	7
Not applicable.....	8
Don't know.....	9

### Q10C

#### Nutrition

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

### Q10D

#### Performance analysis

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

### Q10E

#### Physiology assessment and monitoring

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q10F**

## Sport psychology

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q10G**

## Skill/technique analysis

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q10H**

## Strength and conditioning

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

### Q10I

Is there anything else that has a strong positive impact on athlete performance that has not already been covered here?

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

### Q11P

*If yes to Q19C and 4-7 to any question in Q10 battery*

Thinking about the sport science services that athletes you work with have received from the CSC over the last 12 months, please rate the quality of each of the following:

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

### Q11A

*If yes to Q19C and 4-7 to Q10A*

Biomechanics

Very poor 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Very good 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q11B***If yes to Q19C and 4-7 to Q10B***Fitness testing**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q11C***If yes to Q19C and 4-7 to Q10C***Nutrition**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q11D***If yes to Q19C and 4-7 to Q10D***Performance analysis**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9



**Q11E***If yes to Q19C and 4-7 to Q10E***Physiology assessment and monitoring**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q11F***If yes to Q19C and 4-7 to Q10F***Sport psychology**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q11G***If yes to Q19C and 4-7 to Q10G***Skill/technique analysis**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q11H**

*If yes to Q19C and 4-7 to Q10H*

Strength and conditioning

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q11I**

*If yes to Q19C and 4-7 to Q10I*

Other (Recalls Q10I)

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q12P**

How important are each of the following sport medicine services in terms of the positive impact that they can have on the performance of athletes you work with?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

**Q12A**

Chiropractic

Not at all important 1.....	1
2.....	2
3.....	3
Moderately important 4.....	4
5.....	5
6.....	6
Very important 7.....	7
Not applicable.....	8
Don't know.....	9

**Q12B****Massage**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q12C****Osteopathy (or care of the musculoskeletal system)**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q12D****Physiotherapy**

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q12E**

## Podiatry

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q12F**

## Advice/treatment from a sport doctor (e.g. team doctor, CSC-based doctor)

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q12G**

## Athletic therapy

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know.....	9

**Q12H**

Is there anything else that has a strong positive impact on athlete performance that has not already been covered here?

Not at all important 1 .....	1
2 .....	2
3 .....	3
Moderately important 4 .....	4
5 .....	5
6 .....	6
Very important 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q13P**

*If yes to Q19C and 4-7 to any question in Q12 battery*

Thinking about the sport medicine services that the athletes you work with have received from the CSC over the last 12 months, please rate the quality of each of the following:

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

**Q13A**

*If yes to Q19C and 4-7 to Q12A*

Chiropractic

Very poor 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Very good 7 .....	7
Not applicable.....	8
Don't know .....	9

**Q13B***If yes to Q19C and 4-7 to Q12B***Massage**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q13C***If yes to Q19C and 4-7 to Q12C***Osteopathy**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q13D***If yes to Q19C and 4-7 to Q12D***Physiotherapy**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q13E**

*If yes to Q19C and 4-7 to Q12E*

**Podiatry**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q13F**

*If yes to Q19C and 4-7 to Q12F*

**Advice/treatment from a sport doctor (e.g. team doctor, CSC-based doctor)**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q13G**

*If yes to Q19C and 4-7 to Q12G*

**Athletic therapy**

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q13H***If yes to Q19C and 4-7 to Q12H*

Other (Recalls Q12H)

Very poor 1.....	1
2.....	2
3.....	3
Neither 4.....	4
5.....	5
6.....	6
Very good 7.....	7
Not applicable.....	8
Don't know.....	9

**Q14**

Given what you have seen from the athletes that you work with, what additional sport science and sport medicine services would you like them to receive?

Response.....	77	
Don't know/No response.....	99	X

**Q17P**

Thinking about the last 12 months, how much has money been a barrier to your athletes accessing each of the following?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

**Q17A**

Appropriate nutrition

No extent at all 1.....	1
2.....	2
3.....	3
Moderate extent 4.....	4
5.....	5
6.....	6
Great extent 7.....	7
Don't know.....	9



**Q17B**

## Appropriate coaching

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q17H**

## Appropriate training environment

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q17C**

## Appropriate competitions

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q17D**

## Appropriate equipment

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q17E**

Proper housing/accommodation

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q17F**

Appropriate sport medicine services

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q17G**

Appropriate training facilities

No extent at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q15P**

The following reflect various views on Sport Canada financial support for athletes via the Athlete Assistance Program (AAP). Please indicate the extent to which you agree or disagree with each of the following statements.

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

**Q15D**

The AAP has made it possible for athletes to achieve higher levels of athletic performance

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q15E**

The funding provided to athletes by the AAP is sufficient to meet their living and training needs

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q15F**

Athletes receive AAP funding too late in their career

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q15G**

AAP assists athletes to pursue post-secondary education

Strongly disagree 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Strongly agree 7 .....	7
Don't know .....	9

**Q15E2**

*If 1-3 to Q15E*

Why don't you feel that the AAP assistance is adequate to meet the living and training needs of athletes? (Please expand on your answer)

Response .....	77	
Don't know/No response .....	99	X

**Q15F2**

*If 5-7 to Q15F*

Why do you think that athletes receive AAP assistance too late in their career? (Please expand on your answer)

Response .....	77	
Don't know/No response .....	99	X

**Q30**

Currently AAP provides athletes with a living and training allowance, tuition (including deferred tuition) and special needs. Are you aware of the types of expenses covered under the special needs category?

Yes .....	1
No .....	2
Don't know/No response .....	9

### Q31

*If no*

Which of the following were you not aware of?

(Read list and select all that apply)

Child-care expenses.....	1	
Relocation assistance.....	2	
Retirement assistance .....	3	
None (was aware of all of these special needs categories) .....	8	X
Don't know/No response.....	9	X

### Q32

Are there additional areas that you believe Sport Canada should consider under the special needs category?

Yes (please specify).....	77	
No .....	98	X
Don't know/No response.....	99	X

### Q16P

If changes were to be made to the AAP, please indicate what you think are the first, second and third priorities for AAP.

(Select one issue as your 1st choice, one as your 2nd, and one as your 3rd.)

### Q16A

TOP 3 PRIORITIES

1st

Supplementary support based on performance.....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) .....	6	B
Other (please specify).....	77	B
Don't know/No response.....	99	BX

**Q16B**

2nd

Supplementary support based on performance .....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) .....	6	B
Other (please specify).....	77	B
Don't know/No response.....	99	BX

**Q16C**

3rd

Supplementary support based on performance .....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) .....	6	B
Other (please specify).....	77	B
Don't know/No response.....	99	BX

**Q61B**

Currently, all athletes carded at the senior level receive the same monthly amount of financial assistance (\$1,500). Which of the following would you prefer?

The status quo, where all athletes carded at the senior level receive the same financial assistance, regardless of performance or demonstrated need .....	1
The same basic financial assistance for senior carded athletes, with additional assistance available for those demonstrating need (i.e., the living expenses of the athlete and their income). This may require Sport Canada to card fewer athletes each year.....	2
The same basic financial assistance for senior carded athletes, with additional assistance determined by the performance of the athlete. This may require Sport Canada to card fewer athletes each year.....	3
Basic financial assistance, plus additional assistance, determined by a combination of performance and/or demonstrated need. This may require Sport Canada to card fewer athletes each year.....	4
Don't know/No response.....	9

**Q62P**

How much do you think that each of the following should be factored into the amount that each carded athlete receives in federal government assistance through the AAP?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

**Q62A**

The athlete's personal income

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62B**

The personal income of the average Canadian

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62C**

The athlete's performance in their sport

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62D**

The number of years an athlete has been carded

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62E**

The athlete's demonstrated need for living expenses (considering living expenses and non-government income)

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q62F**

The athlete's demonstrated need for assistance with training expenses

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q18P**

The main contact for athletes receiving AAP support is their National Sport Organization or NSO, however from time to time coaches or High Performance Directors contact AAP staff for information about the Program or questions regarding the benefits of the Program. The following questions have been designed to ascertain your satisfaction as a coach or High Performance Director with the service provided by AAP staff.

**Q18**

Have you contacted Sport Canada AAP staff in the past 12 months?

Yes.....	1	
No .....	2	->Q24
No response .....	9	->Q24



### Q19

What was this contact about?

Please select all that apply

Tuition .....	1	
Deferred tuition .....	2	
Living and training payment.....	3	
Direct deposit of AAP payments .....	4	
An appeal.....	5	
Special needs .....	6	
The NSO / Athlete Agreement .....	7	
Carding criteria.....	8	
Other (please specify).....	77	B
No response .....	99	BX

### Q20

How did you contact the Sport Canada AAP staff?

(Please select main method if you used more than one)

Telephone .....	1	
Email .....	2	
Mail .....	3	
Fax.....	4	
Other (please specify).....	77	B
No response .....	99	B
IN PERSON .....	5	I

### Q21A

*If by telephone*

Was the wait time acceptable to get through to a staff member?

Yes.....	1
No .....	2
No response .....	9

### Q21B

*If by telephone*

Did you get the information you needed?

Yes.....	1
No .....	2
No response .....	9

**Q21C**

*If by telephone*

Was the information clear and easy to understand?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q21D**

*If by telephone*

Was the staff member courteous?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q21E**

*If by telephone*

Did you feel that you were being served in the language of your choice (i.e., English or French)?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q21F**

*If by telephone*

Did you have to leave a voice message?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q21AA**

*If no to Q21A*

You indicated that the wait time to get through to a staff member was unacceptable. How long did this take (in minutes)?

minutes ..... 1  
Don't know/No response..... 99

**Q21G*****If yes to Q21F***

You indicated that you had to leave a voice message. Did someone get back to you in a reasonable period of time?

Yes..... 1  
 No ..... 2  
 Don't know/No response..... 9

**Q21GG*****If no to Q21G***

How long did it take before someone got back to you?

1 ..... 1      N  
 minutes ..... 2  
 hours ..... 3  
 days..... 4  
 Don't know/No response..... 999

**Q22A*****If the main way was by email, mail, fax***

Did someone get back to you in a reasonable period of time?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q22B*****If the main way was by email, mail, fax***

Did you get the information you needed?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q22C*****If the main way was by email, mail, fax***

Was the response in the language of your request?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q22D**

*If the main way was by email, mail, fax*

Was the information clear and easy to understand?

Yes.....	1
No .....	2
No response .....	9

**Q22AA**

*If no to Q22A*

How long did it take before someone got back to you?

1 .....	1	N
minutes .....	2	
hours .....	3	
days.....	4	
Don't know/No response.....	999	

**Q23**

How satisfied were you with the overall quality of service you received?

Please respond on a 4-point scale where 1 means... (READ THE SCALE)

Very dissatisfied .....	1
Dissatisfied .....	2
Satisfied .....	3
Very satisfied.....	4
Not used/Not applicable .....	8
Don't know/No response.....	9

**Q24**

Do you have any suggestions on how AAP can improve its service delivery?

Yes (please specify).....	77	
No suggestions .....	98	X
Don't know/No response.....	99	X

**Q25**

Thinking about the needs of the athletes that you work with to reach their potential, how supportive would you say the Canadian sport system has been overall?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

1 Not at all supportive .....	1
2.....	2
3.....	3
4 Moderately supportive.....	4
5.....	5
6.....	6
7 Very supportive .....	7
Don't know/No response.....	9

**Q26**

Finally, do you have any comments on topics not addressed in the questionnaire that you wish to bring to the attention of AAP management?

Yes (please specify).....	77	
No other comments.....	98	X
Don't know/No response.....	99	X

**THNK**

Thank you very much for taking the time to complete this survey.

**QFIL**

We regret but your responses have shown that you are in a group that is already completed. Thank you for taking the time to assist us in our data collection.

**THNK2**

Thank you for your cooperation! Based on the information you have provided, unfortunately you are not eligible to complete the remainder of this survey.



APPENDIX C  
CSC PRESIDENT AND SERVICE  
MANAGER QUESTIONNAIRE





**ENG**

Survey of Canada's high performance athletes / Sondage auprès des athlètes canadiens de haut niveau

Survey of Canada's high performance athletes / Sondage auprès des athlètes canadiens de haut niveau

Dear Sir/Madam;

(La version française du message suit)

Sport Canada is sponsoring an important study designed to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, the economic conditions, education, work, and a variety of other areas of athlete's lives and the environment of Canadian high performance sport. This research is aimed at updating information collected in 1990, 1996 and 2004, and is information that will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.

We have created an online questionnaire which is straightforward and interesting to complete to collect this information. An electronic message informing Canadian Sport Centres about this survey was also disseminated from Sport Canada this week.

Appreciating how busy the schedules of high performance athletes are and the time that you will be taking to participate in this survey (which will likely be about 20 minutes), your name will be entered into a lottery-style draw. You will have a one in 100 chance of winning several prizes valued at roughly \$250. Winners can choose between the iPod Touch, one of several digital cameras, a Wii console or PSP/DSi.

The survey is being conducted by EKOS Research Associates, an independent research consultant and only we will see your responses. Your answers are completely confidential. No results will be associated with any personal identities. The reporting of results will be rolled up into large categories of athletes (with no fewer than 30 people in any group reported), so that confidentiality may be protected.

To participate, please visit the survey website at:  
[http://97.ca/ekos/cwx.cgi?EN:0519P:{\\$\\_telkey}](http://97.ca/ekos/cwx.cgi?EN:0519P:{$_telkey})

Note that this link contains an access code unique to you, so please do not forward it to others. Everyone will receive their own unique link.

The questionnaire could take about 20 to 25 minutes to complete, so you may prefer to do it in stages. If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to

that point in the survey will be saved.

As an alternative to completing the survey online, you will find a printable .pdf copy of the survey here attached, which can be filled in and sent to EKOS Research via regular mail or fax.

If you have any questions regarding this survey, please email us at [pobox@ekos.com](mailto:pobox@ekos.com) or call us at 1-800-388-2873. You may also call Bob Price, Manager of the Athletes Assistance Program, at Sport Canada at (819) 956-8027 if you have any questions about the legitimacy of or context for the survey.

Thank you in advance for your participation.

Susan Galley  
Senior Vice President, Quantitative Research  
[sgalley@ekos.com](mailto:sgalley@ekos.com)  
Telephone (613) 235-7215 ext. 123  
Facsimile (613) 235-8498  
[www.ekos.com](http://www.ekos.com)

>\*\*\*\*\*<

**WINTRO**

***WEB INTRO***

Welcome to the survey! EKOS Research Associates has been commissioned by Sport Canada to conduct a survey of high performance athletes.

The purpose of this research is to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, economic, social, education, work, and other areas of athletes' lives, as well as the environment of Canadian high performance sport. This research is aimed at updating information collected in 1990, 1996 and 2004 which will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.

Please be assured that your responses will be kept strictly confidential.

## INSTRUCTIONS

Please consider the questions and your answers carefully.

On each screen, after selecting your answer, click on the "Continue" or "Back" buttons at the bottom of the screen to move forward or backward in the questionnaire.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

If you have any questions about how to complete the survey, please call EKOS Research Associates at 1-888-688-0709 or send an email to [athletes@ekos.com](mailto:athletes@ekos.com).

Thank you in advance for your participation.

### Q1

Are you a CSC...?

President ..... 1  
Athlete Services Manager..... 2

### Q2

How many Sport Canada carded athletes receive services from your Centre?

1 ..... 1  
Don't know/No response..... 999

### PQ3

Please rate the level of demand for the services that are offered at your Centre on a scale where 1 is a very low demand and 5 is a very high demand. Use "Not Applicable" to indicate that a service is not offered at your Centre.

### Q3A

#### Biometrics

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### Q3B

#### Fitness testing

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### Q3C

#### Nutrition

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3D**

#### Performance analysis

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3E**

#### Physiology assessment and monitoring

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3F**

#### Sport psychology

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3G**

#### Skill/technique analysis

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3H**

#### **Strength and conditioning**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3I**

#### **Chiropractice**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3J**

#### **Massage**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3K**

#### **Osteopathy**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3L**

#### **Physiotherapy**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3M**

#### **Podiatry**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3N**

#### **Advise/treatment from a sport doctor (e.g. team doctor CSC based doctor)**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

### **Q3O**

#### **Athletic therapy**

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

**Q3P**

## Career planning services

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

**Q3Q**

## Employment assistance

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

**Q3R**

## Accommodation assistance

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9

**Q3S**

## Other - please list

Very low demand 1 .....	1
2 .....	2
Moderate demand 3 .....	3
4 .....	4
Very High demand 5 .....	5
Not applicable.....	8
Don't know No response.....	9



#### Q4

Over the past several years CSCs have received additional funds to provide sport science/sport medicine services to athletes and sports targeted by Own the Podium - Summer and Winter. What new or enhanced services is your Centre able to offer/planning to offer with these targeted funds?

Response.....	77	
Don't know/No response.....	99	X

#### Q5

Are there services that your CSC currently provides to high performance athletes, but which could be enhanced by increasing the availability, nature or quality of the service?

Yes.....	1	
No .....	2	->Q8
Don't know/No response.....	9	->Q8

#### Q6

*If yes*

If so, what services could be enhanced?

Biometrics .....	1	
Fitness testing .....	2	
Nutrition .....	3	
Performance analysis.....	4	
Physiology assessment and monitoring .....	5	
Sport psychology .....	6	
Skill/technique analysis .....	7	
Strength and conditioning.....	8	
Chiropractics .....	9	
Massage .....	10	
Osteopathy.....	11	
Physiotherapy .....	12	
Podiatry .....	13	
Advise/treatment from a sport doctor (e.g. team doctor CSC based doctor) .....	14	
Athletic therapy .....	15	
Career planning services.....	16	
Employment assistance .....	17	
Accommodation assistance .....	18	
Other please list services .....	77	BX
Don't know/No response.....	99	BX

### Q7

#### *Categories not displayed*

What would it take to enhance these services over what is currently offered?

Funding.....	1	I
Available equipment.....	2	I
Available space.....	3	I
Adequate trained personnel to provide them.....	4	I
Please specify .....	77	
Don't know/No response.....	9	X

### Q8

Are there services that you think high-performance athletes need but that are not currently being provided by your CSC?

Yes.....	1	
No .....	2	->Q11
Don't know.....	9	->Q11

### Q9

#### *If yes to Q8*

If yes, what are the top 3 services that are not currently provided for which there is a need?

Please specify .....	77	
Don't know/No response.....	9	X

### Q10

#### *If yes to Q8*

What results, if any have come about as a result of these services? What evidence is there, if any, that these services are having an impact on athlete performance?

Fewer injuries .....	1	
Faster recovery time .....	2	
Increased number of training days.....	3	
Other (specify).....	77	B
Don't know/No response.....	99	BX

### Q11

Do you think high performance athletes at your centre retire prematurely from the national team; that is before they reach their full potential?

Yes.....	1	
No .....	2	->PQ13
Don't know/No response.....	9	->PQ13

### PQ12

#### *If yes to Q11*

Relatively speaking, how important do you think each of the following reasons are for why high performance athletes at your Centre retire prematurely?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

### Q12A

#### *If yes to Q11*

Dissatisfaction with their performance

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q12B

#### *If yes to Q11*

Insufficient income to support family (that is,<br>income from all sources)

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q12C

*If yes to Q11*

Family commitments (i.e., time constraints)

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q12D

*If yes to Q11*

Conflict with non-sport career goals

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q12E

*If yes to Q11*

Conflict with educational goals

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q12F***If yes to Q11*

Inadequate technical support (e.g., coaches and facilities)

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q12G***If yes to Q11*

Injury

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q12H***If yes to Q11*

Conflict with coaches

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q12I***If yes to Q11*

Reached personal objectives

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q12J***If yes to Q11*

Unwillingness to relocate

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

**Q12K***If yes to Q11*

Pursued professional sport opportunities

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q12L

#### *If yes to Q11*

Pursued a full-time career

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### Q12M

#### *If yes to Q11*

Is there any other reason why athletes retire prematurely that<br> has not already been covered here?

Extremely unimportant 1 .....	1
2 .....	2
3 .....	3
Neither 4 .....	4
5 .....	5
6 .....	6
Extremely important 7 .....	7
Don't know .....	9

### PQ13

If changes were to be made to the AAP, please indicate what you think are the first, second and third priorities for AAP.

(Select one issue as your 1st choice, one as your 2nd, and one as your 3rd.)

### Q13A

#### TOP 3 PRIORITIES

1st

Supplementary support based on performance .....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support .....	4	
Changes to deferred tuition support .....	5	
Cover more special needs (please specify) .....	6	B
Other (please specify) .....	77	B
Don't know/No response .....	99	BX

### Q13B

2nd

Supplementary support based on performance.....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) .....	6	B
Other (please specify).....	77	B
Don't know/No response.....	99	BX

### Q13C

3rd

Supplementary support based on performance.....	1	
Living support based on financial needs .....	2	
Supplementary support based on performance and financial needs .....	3	
Changes to tuition support.....	4	
Changes to deferred tuition support.....	5	
Cover more special needs (please specify) .....	6	B
Other (please specify).....	77	B
Don't know/No response.....	99	BX

### Q14

Currently, all athletes carded at the senior level receive the same monthly amount of financial assistance (\$1,500). Which of the following would you prefer?

The status quo, where all athletes carded at the senior level receive the same financial assistance, regardless of performance or demonstrated need .....	1	
The same basic financial assistance for senior carded athletes, with additional assistance available for those demonstrating need (i.e., the living expenses of the athlete and their income). This may require Sport Canada to card fewer athletes each year.....	2	
The same basic financial assistance for senior carded athletes, with additional assistance determined by the performance of the athlete. This may require Sport Canada to card fewer athletes each year.....	3	
Basic financial assistance, plus additional assistance, determined by a combination of performance and/or demonstrated need. This may require Sport Canada to card fewer athletes each year.....	4	
Don't know/No response.....	9	B

### PQ15

How much do you think that each of the following should be factored into the amount that each carded athlete receives in federal government assistance through the AAP?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)



**Q15A**

The athlete's personal income

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q15B**

The personal income of the average Canadian

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q15C**

The athlete's performance in their sport

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q15D**

The number of years an athlete has been carded

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q15E**

The athlete's demonstrated need for living expenses<br>(considering living expenses and non-government income)

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**Q15F**

The athlete's demonstrated need for assistance with<br>training expenses

Not at all 1 .....	1
2 .....	2
3 .....	3
Moderate extent 4 .....	4
5 .....	5
6 .....	6
Great extent 7 .....	7
Don't know .....	9

**PQ16**

The main contact for athletes receiving AAP support is their National Sport Organization or NSO, however from time to time CSC staff contact AAP staff for information about the Program or questions regarding the benefits of the Program. The following questions have been designed to ascertain your satisfaction as a CSC President or Athlete Services Manager with the service provided by AAP staff.

**Q16**

Have you contacted Sport Canada AAP staff in the past 12 months?

Yes.....	1	
No .....	2	->Q22
No response .....	9	->Q22

**Q17**

What was this contact about?

Please select all that apply

Tuition .....	1	
Deferred tuition .....	2	
Living and training payment.....	3	
Direct deposit of AAP payments .....	4	
An appeal.....	5	
Special needs .....	6	
The NSO / Athlete Agreement .....	7	
Carding criteria.....	8	
Other (please specify).....	77	B
No response .....	99	BX

**Q18**

How did you contact the Sport Canada AAP staff?

(Please select main method if you used more than one)

Telephone .....	1	
Email .....	2	
Mail .....	3	
Fax.....	4	
Other (please specify).....	77	B
No response .....	99	B

**Q19A**

*If by telephone*

Was the wait time acceptable to get through to a staff member?

Yes.....	1
No .....	2
No response .....	9

**Q19B**

*If by telephone*

Did you get the information you needed?

Yes.....	1
No .....	2
No response .....	9

**Q19C**

*If by telephone*

Was the information clear and easy to understand?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q19D**

*If by telephone*

Was the staff member courteous?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q19E**

*If by telephone*

Did you feel that you were being served in the language of your choice (i.e., English or French)?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q19F**

*If by telephone*

Did you have to leave a voice message?

Yes..... 1  
No ..... 2  
No response ..... 9

**Q19AA**

*If no to Q19A*

You indicated that the wait time to get through to a staff member was unacceptable. How long did this take (in minutes)?

minutes ..... 1  
Don't know/No response..... 99

**Q19G*****If yes to Q19F***

You indicated that you had to leave a voice message. Did someone get back to you in a reasonable period of time?

Yes..... 1  
 No ..... 2  
 Don't know/No response..... 9

**Q19GG*****If no to Q19G***

How long did it take before someone got back to you?

1 ..... 1      N  
 minutes ..... 2  
 hours ..... 3  
 days..... 4  
 Don't know/No response..... 999

**Q20A*****If the main way was by email, mail, fax***

Did someone get back to you in a reasonable period of time?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q20B*****If the main way was by email, mail, fax***

Did you get the information you needed?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q20C*****If the main way was by email, mail, fax***

Was the response in the language of your request?

Yes..... 1  
 No ..... 2  
 No response ..... 9

**Q20D**

*If the main way was by email, mail, fax*

Was the information clear and easy to understand?

Yes.....	1
No .....	2
No response .....	9

**Q20AA**

*If no to Q20A*

How long did it take before someone got back to you?

1 .....	1	N
minutes .....	2	
hours .....	3	
days.....	4	
Don't know/No response.....	999	

**Q21**

How satisfied were you with the overall quality of service you received?

Please respond on a 4-point scale where 1 means... (READ THE SCALE)

Very dissatisfied .....	1
Dissatisfied .....	2
Satisfied .....	3
Very satisfied.....	4
Not used/Not applicable .....	8
Don't know/No response.....	9

**Q22**

Do you have any suggestions on how AAP can improve its service delivery?

Yes (please specify).....	77	
No suggestions .....	98	X
Don't know/No response.....	99	X

**Q25**

Thinking about the needs of the athletes that you work with to reach their potential, how supportive would you say the Canadian sport system has been overall?

Please respond on a 7-point scale where 1 means... (READ THE SCALE)

1 Not at all supportive .....	1
2 .....	2
3 .....	3
4 Moderately supportive.....	4
5 .....	5
6 .....	6
7 Very supportive .....	7
Don't know/No response.....	9

**Q26**

Finally, do you have any comments on topics not addressed in the questionnaire that you wish to bring to the attention of AAP management?

Yes (please specify).....	77	
No other comments.....	98	X
Don't know/No response.....	99	X

**THNK**

Thank you very much for taking the time to complete this survey.

**QFIL**

We regret but your responses have shown that you are in a group that is already completed. Thank you for taking the time to assist us in our data collection.

**THNK2**

Thank you for your cooperation! Based on the information you have provided, unfortunately you are not eligible to complete the remainder of this survey.





## APPENDIX D

# COACH INTERVIEW GUIDE





## INTERVIEW GUIDE – COACHES

JANUARY 18, 2010

### 1. INTRODUCTION

- This research is being conducted for Sport Canada. The purpose of this research is to provide up-to-date information on the needs of Canada's high performance athletes. This study looks at training, economic, and other areas of athletes' lives, as well as the environment of Canadian high performance sport. This research is aimed at updating information collected in 1990, 1996 and 2004 which will help to develop policies and programs that are responsive to the needs of Canadian athletes and reflect the realities of international sport.
- We have obtained responses from over 1,000 carded athletes, and 100 coaches and high performance directors across the country as part of this research. The final component is a series of in-depth interviews with some of the elite coaches and high performance directors in key sports to discuss a number of elements of the research findings. The interview will likely take 30 minutes and will be kept completely confidential.
- I'd like to record the interview if you don't mind so that I can go back to my notes and make sure I'm being accurate. No information will ever be reported with the name of a person.

### 2. ATHLETE RECOGNITION

1. A total of 62% of athletes who responded to the survey were satisfied with the recognition they receive for being a high performance athlete in their sport. This is considerably higher than it was in 2004 (when it was 48%).

Results seem to be higher for younger athletes (and D carded athletes), and also for winter and team athletes compared to summer, or individual sport athletes. There are considerably more D carded athletes in the 2009 sample than in 2004; and the 2010 Olympic and Paralympic Games may also be influencing results.

**What other factors could be responsible for the differences between the athletes groups noted above?**

2. Results also reveal steady improvement in satisfaction levels with the level of income and material rewards that athletes have from their involvement in sport (which was 21% in 1997, 31% in 2004 and is now 43%). **How much of this do you think is due to the increase in AAP stipend support that occurred in late 2004? What other factors could be responsible for this increase?**

### 3. TRAINING AND COMPETITION

There are a number of interesting findings from the results provided by athletes and coaches with regard to training and also competition.

3. First, **based on your own experience, what proportion of athletes would you say have a written, formalized training and competition plan that is specific and tailored to them?**
4. Survey results indicate that 66% have a plan that is tailored to them, (while 34% do not). This is lower among younger and D card athletes (51% and 56% had a plan respectively). But, even at the SR level and among older athletes; one in four does not have a specific written training and competition plan. Furthermore, considerably more winter, individual sport and Paralympic sport athletes have a plan tailored to them than summer, team sport and Olympic sport athletes. **Does this seem to reflect the reality that you know among athletes you deal with?**
  - ◇ **Should more athletes have their own tailored plan that is formalized, or is this unnecessary for many athletes?**
  - ◇ **Why/Why not?**
5. Of the athletes surveyed who have a tailored training and competition plan: only 37% say they have a large amount of input into their plan, and only 60% are satisfied with the level of input they have. **Does this seem surprising to you?**
  - ◇ **Would you have thought that more athletes would have said they were heavily involved in the development of their plan?**
  - ◇ **Do you think that they should have greater input or is this a role that you feel should be left to the coaches and others?**

## 4. ATHLETE SUPPORT SERVICES

6. Survey results indicate that 55% of athletes believe that the amount of competition experience they are getting is adequate. Similarly, 65% of athletes believe that the type of competition experience they are getting is adequate. Coaches' responses are less positive than those of athletes towards the adequacy of the amount and type of competition experience athletes are getting.

More winter sport athletes (81%) rated the type of their competition experience as adequate compared to summer (57%), and more SR1/SR2 carded athletes (approximately 80%) rated the type of their competition experience as adequate compared to D and SR carded athletes (60% or less).

- ◇ **Does this seem to reflect the reality that you know among athletes you deal with?**
  - ◇ **What could be done to improve the situation regarding the type of competitions available?**
7. A total of 69% of athletes surveyed agree that the **quality** and **amount** of training they receive is adequate. Again coaches are less positive than athletes with 62 % rating the quality of training and 49 per cent the amount of training as adequate. **Does this seem surprising to you, particularly the difference in the perceived adequacy of the amount of training?**
- ◇ **What is limiting the quality and amount of training that athletes have? Facilities? Funding? Coaching? Training partners? Time away from school, work, family?**
  - ◇ Adequacy of access to high quality training facilities was 56% for athletes and 47% among coaches. **Does this explain the overall lack of positive rating around training or is this only one element of it?**
8. Athletes and coaches rated access to adequate sport science and sport medicine services similarly: 49% of athletes and 48% of coaches rate this as adequate. **Is this a comment on CSC services or services provided by others in these areas? Is it about access and availability or about the quality of services that are available? What do you think is most lacking in sport science and sport medicine services?** What can be done to improve services in these areas?
9. When asked about sport science services that are important to athlete performance strength and conditioning, skill /technique analysis and nutrition were at the top of the list. **Does this seem like the top three to you as well?**
- ◇ Performance analysis was also high on the list but not as high as these 3. **Do you see performance analysis as being different and distinct from skill/ technique analysis?**
  - ◇ Biomechanics was also quite low. **Do you see biomechanics as a part of skill/ technique analysis or is it separate?**

10. Among the top 3 most important services, skill/technique analysis did not score as well as the other two in terms of athlete or coach satisfaction levels with the quality of services provided by CSCs. **Would that be your assessment as well and why is that?**
- ◇ Is there anything that can be done to increase the level of service provided by CSCs in the skills/technique analysis area?
  - ◇ Performance analysis also scored low in terms of satisfaction among athletes and coaches regarding the quality of services provided by CSCs. **Why do you think that is?** Is there anything that can be done to improve services?
11. In terms of sport medicine the three areas thought to have the greatest impact on athlete performance were physiotherapy, massage, and advice or treatment from a sport physician. **Would you see these as top areas as well?**
- ◇ Advice and treatment from a doctor was rated lower in terms of the quality of service provided by CSCs, **Do you think that this is related to access to doctors or is there another reason for this?**
  - ◇ Is there also an access issue with regard to massage at CSCs? If yes, could this be related to the Carding level of the athlete?

## 5. INCOME LEVELS

12. Accessing equipment, sport medicine services, and competitions were identified by athletes as the top three areas where money was a barrier. On the other hand, coaches identified money as an issue in athletes accessing competitions and training facilities. **What factors do you believe may contribute to the difference in response between athletes and coaches?**
13. Athletes responding to the survey report roughly \$36,000 as their average annual income from all sources including AAP and provincial assistance (about \$16,000), employment income (about \$9,000), and sport-related income (about \$11,000). While this is higher than found in 2004, monthly expenses have also gone up considerably. Shelter, other living expenses and sport related expenses average about \$3,900/month, whereas annual income averages about \$3,000 a month before taxes; pointing to an average deficit of \$900 a month (\$11,000 a year). **Does this seem surprising?**

## 6. VIEWS ABOUT AAP SUPPORT

14. When asked about top priorities for change to the AAP, athletes identified supplemental support on the basis of financial need as the highest priority (32%), while coaches identified supplemental support based on performance as the highest priority (33%) **How would you account for these differing perspectives?**

15. In spite of athletes saying that financial need is a more popular driver of AAP support, many said that performance in one's sport should be strongly factored into AAP support considerations (52%); more so than demonstrated need (41%). **Why do you think that we are getting this type of conflicting results from athletes?**

Further, SR1 carded athletes rated performance at 61% compared to D carded athletes at 50%, similarly individual sport athletes rated performance at 59% while team sport athletes rated it at 39%. Does this surprise you? Is there a culture of reticence to see financial support based on performance among some athletes?

## 7. EARLY RETIREMENT

16. 42% of coaches said that they think that some athletes are retiring prematurely, that is before they reach their potential. **Do you agree?** If yes,
- ◇ **Why do you think that they are retiring prematurely?**
  - ◇ **What proportion of the elite, medal potential athletes do you think retire early?**
  - ◇ **Is there anything that Sport Canada can do to help keep these top athletes in their sport for a longer period; that is until they reach their potential?**
17. Coaches in the survey said that half the athletes who are retiring early are leaving for personal motivation reasons, or that they are generally stalled in their career, and/or running out of patience? **Is that your experience as well?**
- ◇ **Are they simply getting older and life events are getting in the way (e.g., families, need for more income, etc).**
18. Another issue that came up was bureaucracy and decision making process within sport organizations. **From what you have seen, is this an issue for retiring athletes? What is at play here? Is there anything that can be done to help curb or mitigate this?**

## 8. WRAP-UP

Finally, do you have anything else you would like to add about what we've talked about or comments on topics not addressed in the interview that you would like to bring to the attention of Sport Canada?

On behalf of Sport Canada I want to thank you for your time and insights.





# APPENDIX E

## METHODOLOGY REPORT





# Memorandum

December 3, 2009

**To:** Janet Beverly, Bb Price and Marie Gendron, Sport Canada

**From:** Susan Galley, EKOS Research Associates

**Subject:** Field Report for High Performance Athletes, Coach and CSC Surveys

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Below is the field report for the three components (athletes, coaches and Presidents and Service Managers of Canadian Sport Centres).

## Carded Athletes

In June 2009, EKOS received a current list of carded athletes, which included 1760 cases. Of these, all but a few had e-mail addresses.

The survey instrument was tested with an invitation to 75 randomly selected athletes. The test was in field for the better part of one month through May and into June, with a final response of 27 cases. There were few comments back from the test and few changes to it as a result. The average time to complete the interview was about 30 minutes.

The full initial sample (excluding the respondents from the pretest) were sent a first invitation to complete the survey online, or by calling our 1-800 number, on June 16, 2009. From the first invitation, roughly 400 athletes responded. A second reminder was sent on July 24, 2009. A third reminder was sent on October 16, 2009. At this point the overall response was 700 completed cases. Throughout the data collection communications from Sport Canada to individual National Sport Organizations (NSOs) emphasized that the survey collection was ongoing and the importance of the survey overall to sport policy. In October additional emphasis was placed on the eight to ten sports where response was low.

Following the online invitations, additional calls were made by EKOS to individual athletes to increase response. In total 287 cases were completed by telephone. The average length of the interview

was over 36 minutes. The survey collection was closed on November 30, 2009. Overall, there were 997 cases completed, with roughly 90 completed on paper, 287 on the telephone and the remainder online. The overall response rate for the survey is 57 per cent.

A comparison of the sample to the population frame along key dimensions shows the sample to be quite representative of the universe of carded athletes in Canada. There is a slight under representation of athletes participating in summer sports, as well as in team sports (by three per cent). There are also slightly fewer males and 20 to 24 year old athletes in the survey sample relative to the overall frame of carded athletes (by four to six per cent) - see table below for details. These variables were used to create weights for the survey data (season, type of sport, gender and age). In all cases the weights are very small. A subsequent table provides the actual number of responses in each sport and overall response rate in each sport.

### Comparison of Survey Sample and Population

Sport season	Sample (%)	Population (%)
Summer	69.01%	72.76%
Winter	30.99%	27.24%
Sport type		
Individual	64.29%	60.97%
Team	35.71%	39.03%
Sport class		
N	4.61%	5.41%
Olympic	80.34%	80.51%
Paralympic	15.05%	14.08%
Card		
Missing	0.20%	0.10%
C1	9.63%	9.95%
D	41.42%	41.43%
SR	22.97%	24.23%
SR1	14.54%	14.29%
SR2	10.03%	8.62%
SRI	1.20%	1.38%
Gender of respondent		
Male	44.93%	50.97%
Female	52.56%	46.48%
(No data)	2.51%	2.55%
Imported language		
English	81.34%	82.96%
French	17.45%	16.28%
(No data)	1.20%	0.77%

Imported recoded age		
19 and under	22.37%	20.20%
20 to 24	31.39%	35.15%
25 to 34	35.91%	35.26%
35 to 44	5.72%	5.97%
45 and above	2.81%	2.65%

## Detailed Response Rate By Sport

SPORT	Total	Complete	Response Rate by Sport
Alpine Ski	39	21	54%
Alpine Ski - Paralympic	19	16	84%
Archery	4	4	100%
Archery - Paralympic	2	2	100%
Athletics	73	36	49%
Athletics - Paralympic	40	24	60%
Badminton	10	5	50%
Basketball - Men	26	5	19%
Basketball - Paralympic - Men	20	10	50%
Basketball - Paralympic - Women	20	11	55%
Basketball - Women	43	15	35%
Biathlon	9	6	67%
Bobsleigh - Men	19	7	37%
Bobsleigh - Women	11	6	55%
Boccia - Paralympic	5	5	100%
Boxing - Men	10	8	80%
Boxing - Women	3	2	67%
Canoeing	43	29	67%
Cross Country Ski	25	17	68%
Cross Country Ski - Paralympic	12	9	75%
Curling - Men	18	9	50%
Curling - Paralympic	7	6	86%
Curling - Women	17	11	65%
Cycling	41	20	49%
Cycling - Paralympic	10	6	60%
Diving	25	17	68%
Equestrian	18	7	39%
Equestrian - Paralympic	3	2	67%
Fencing	22	10	45%
Fencing - Paralympic	2	2	100%
Field Hockey - Men	28	9	32%
Field Hockey - Women	27	27	100%

SPORT	Total	Complete	Response Rate by Sport
Figure Skating	32	19	59%
Freestyle Ski	41	27	66%
Goalball - Men - Paralympic	14	6	43%
Goalball - Women- Paralympic	11	6	55%
Golf	17	10	59%
Gymnastics - Men	15	8	53%
Gymnastics - Rhythmic	4	2	50%
Gymnastics - Trampoline	10	5	50%
Gymnastics - Women	17	12	71%
Hockey - Sledge - Paralympic	22	9	41%
Hockey - Women	100	62	62%
Judo	24	12	50%
Judo - Paralympic	1	1	100%
Karate	3	1	33%
Luge	13	9	69%
Modern Pentathlon	1	1	100%
Paranordic	1	0	0%
Racquetball	12	8	67%
Rowing	71	37	52%
Rowing - Paralympic	9	4	44%
Rugby - Men	23	4	17%
Rugby - Paralympic	20	13	65%
Rugby - Women	22	12	55%
Shooting	8	7	88%
Shooting - Paralympic	2	2	100%
Skeleton	12	5	42%
Ski Cross	12	7	58%
Snowboard	27	14	52%
Soccer - Men	37	17	46%
Soccer - Women	52	21	40%
Softball	1	0	0%
Softball - Women	10	8	80%
Speed Skating	81	49	60%
Squash	10	6	60%
Swimming	68	31	46%
Swimming - Paralympic	22	10	45%
Synchro Swim	25	29	116%
Table Tennis	12	6	50%
Taekwondo	8	5	63%
Tennis	9	4	44%
Tennis - Paralympic	6	3	50%

SPORT	Total	Complete	Response Rate by Sport
Triathlon	11	7	64%
Volleyball - Beach	28	14	50%
Volleyball - Men	6	8	133%
Volleyball - Women	15	15	100%
Water Polo - Men	36	17	47%
Water Polo - Women	37	27	73%
Water Ski	7	3	43%
Weightlifting - Men	2	1	50%
Weightlifting - Women	6	5	83%
White Water Canoe	11	9	82%
Wrestling - Men	15	6	40%
Wrestling - Women	12	6	50%
Yachting	33	20	61%
Yachting - Paralympic	5	3	60%
TOTAL	1760	997	57%

## Coaches

EKOS was provided with a list of 158 coaches in July 2009. Coaches were contacted by telephone and asked to participate in the survey by telephone or online. The initial instrument was tested in late June with five completed cases. The data collection spanned over four months over July, August, September, October and into November. A total of 30 of the 158 could not be tracked down (wrong number/business line-18, unavailable for duration of survey period-10, ineligible-2). A total of 96 coaches were interviewed of the 118 remaining coaches from the list. A total of 7 refused. The average length of the survey was 29 minutes. The response rate was 81 per cent.

## CSC Presidents and Service Managers

A separate online/paper survey was administered to 17 CSC presidents and Service Managers. Each was sent an invitation on November 9 to complete the survey. No follow-up reminders were sent. The survey was in field collection for four weeks. Respondents were given a choice of completing the survey online (using the link provided in the e-mail invitation) or completing the attached Word version on paper and faxing the completed form back to EKOS Research. A total of 10 responded to the survey (all choosing to complete it online). The response rate was 59 per cent.