

*Because sport matters... Parce que le sport est important...*

## ***BECAUSE SPORT MATTERS TO OUR NATIONAL IDENTITY FACT SHEET***

*Canadians love sport. Sport is an important part of our culture, traditions, and identity. It gives us pleasure, helps us to define ourselves and our communities, and contributes to our sense of what it means to be Canadian.*

- 90% of Canadians believe that agreed that sport contributes to the Canadian identity (Decima Research, March 2004).
- The vast majority of Canadians—86%—believe that amateur sport is a positive means of promoting Canada to the world (Decima Research, November 2004).
- Sixty percent of Canadians strongly agree that seeing Canadian athletes perform at international sport events makes them proud to be Canadian (Decima Research, March 2004).
- A recent report by the Conference Board of Canada concluded that “Canada’s strong sporting culture is a significant part of the fabric of Canada. Governments, communities, families and individuals alike have good reason to value and support participation in sport” (Conference Board, 2005).
- 90% of Canadians believe that sport has a positive influence on youth and that sport is an effective vehicle for reinforcing societal values, including honesty, respect, fairness, inclusion, excellence, and fun (Strategic Counsel, 2005).
- Research by the Department of Canadian Heritage found that participation in sport and recreation is the single most common way new Canadians enter into the mainstream of community life in Canada (Bowen, 2004).

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## References

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P Bowen, “Investing in Canada: Fostering an Agenda for Citizen and Community Participation,” 2004.

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