

# APPENDIX

## METHODOLOGY FOR PARTICIPATION, RETENTION, BARRIERS, AND BENEFITS DATA

The primary research for The Rally Report was a quantitative purpose-built online survey conducted in late January to mid February 2020 by IMI International on behalf of Canadian Women & Sport. The research sample included Canadians age 13–63, with an oversampling target for women. To recruit the Canadian sample, IMI leveraged a world-leading third-party panel provider and set quotas to ensure targets were reached on key gender, age and regional demographics. Respondents were not screened based on their current or previous participation in sports.

To participate in the survey, Canadian panel members were recruited using email invitations, phone alerts, banners, and indirect messaging on community sites. Panel management is compliant with market research industry standards, data protection and privacy laws. Panelists were rewarded for taking part in the survey according to a structured incentive scheme based on the length and content of the survey, the type of data being collected, the nature of the task, and the sample characteristics.

The 20-minute online survey asked all respondents about their participation in sports, as well as barriers, benefits and other key attitudes and behaviours. Respondents who have children age 6–18 in the household were also asked some of these same questions on behalf of their child. If parents had more than 1 child age 6–18 in the household, they were asked to select one child for whom they would provide their perspective on these topics as it relates to that specific child. Both girls and boys across various ages were equally represented in the survey by their parents. For the presentation of the results, parent reports were used for girls age 6–12 and self-reported data were used for Women age 13–63.

Of the 24,799 individuals who clicked on the survey link, n=4914 did not qualify for the study. The final sample included N=10,269 Canadians aged 13–63, of which n=7,709 were women (75% of the total sample).

The sample sizes for key target groups are listed below:

<b>PARENT REPORTING</b>	Total Parents of Girls 6-12	n=594	<b>SELF REPORTING – 13-18 GIRLS BY DEMOGRAPHIC (13-23 in the case of various ethnic groups to ensure a most robust sample of younger girls)</b>	Urban Girls 13-18	n=349
	Parents of Girls 6-8	n=244		Rural Girls 13-18	n=66
	Parents of Girls 9-12	n=350		HHI Under \$50K Girls 13-18	n=106
<b>SELF REPORTING</b>	Total Adult Women 13-63	n=7,709		HHI \$50K-\$99K Girls 13-18	n=116
	Girls 13-18	n=415		HHI \$100K+ Girls 13-18	n=70
	13-15	n=139		Caucasian Girls 13-23	n=718
	16-18	n=276		Asian Girls 13-23	n=115
	Women 19-23	n=676		Indigenous Girls 13-23	n=84
	Women 24-31	n=1,386		Black Girls 13-23	n=63
	Women 32-28	n=1,343		South Asian Girls 13-23	n=80
	Women 39-54	n=2,114			
Women 55-63	n=1,775				

*Note: HHI = household income*

Once all respondents were recruited, IMI cleaned, managed and analyzed the data, which was weighted to be reflective of the Canadian population in terms of gender, age and region.



## **METHODOLOGY FOR LEADERSHIP DATA**

The primary research for national sport organizations was gathered in January and February 2020 using secure online survey targeting staffing/board composition and gender equity opinions.

Organizations were recruited via direct outreach from Canadian Women & Sport. Sport Canada provided the key contact (usually the CEO/Executive Director) for all 90 nationally funded sport organizations. The CEO of Canadian Women & Sport sent an email to that contact, with up to two follow-up emails if an organization did not respond to the survey. Individuals responding to the survey on behalf of the organizations were a mix of CEO/Executive Director, Senior Administrators (i.e., HR, Finance, Programming) and Board Members.

Eighty-three out of 90 organizations responded to the section on staffing and board composition. For the remaining seven organizations, information on board composition was sourced from the organization website. Where possible, these data were cross-referenced with filings with the Government of Canada and past year's (2018-2019) data on file from Canadian Women & Sport. Staffing information could not be found on organization websites or in other public documents, so staffing composition is reported for 83 of 90 organizations. The survey section on gender equity perceptions had a total of 75 respondents.

## **METHODOLOGY FOR COACHING DATA**

The primary research for post-secondary coaching data were gathered in January 2020. Data were collected in a short secure online survey.

Organizations were recruited via outreach from U Sports and Canadian Collegiate Athletics Association communication managers to their member schools. Organizations received an email invitation and reminder email a few weeks later. Out of the 155 organizations that were contacted, 81 (52%) responded to the survey.

Data for the balance of organizations (n = 74) were gathered from institution websites. Determining gender from posted information on websites can be challenging due to the assumptions that are required, and confidence in the data was built in comparing survey-only responses to web+survey responses, with comparisons across all categories being within 2 percentage points.

