

Canadian Girls Report Participation in Sports & Activities Plays Important Role in Development

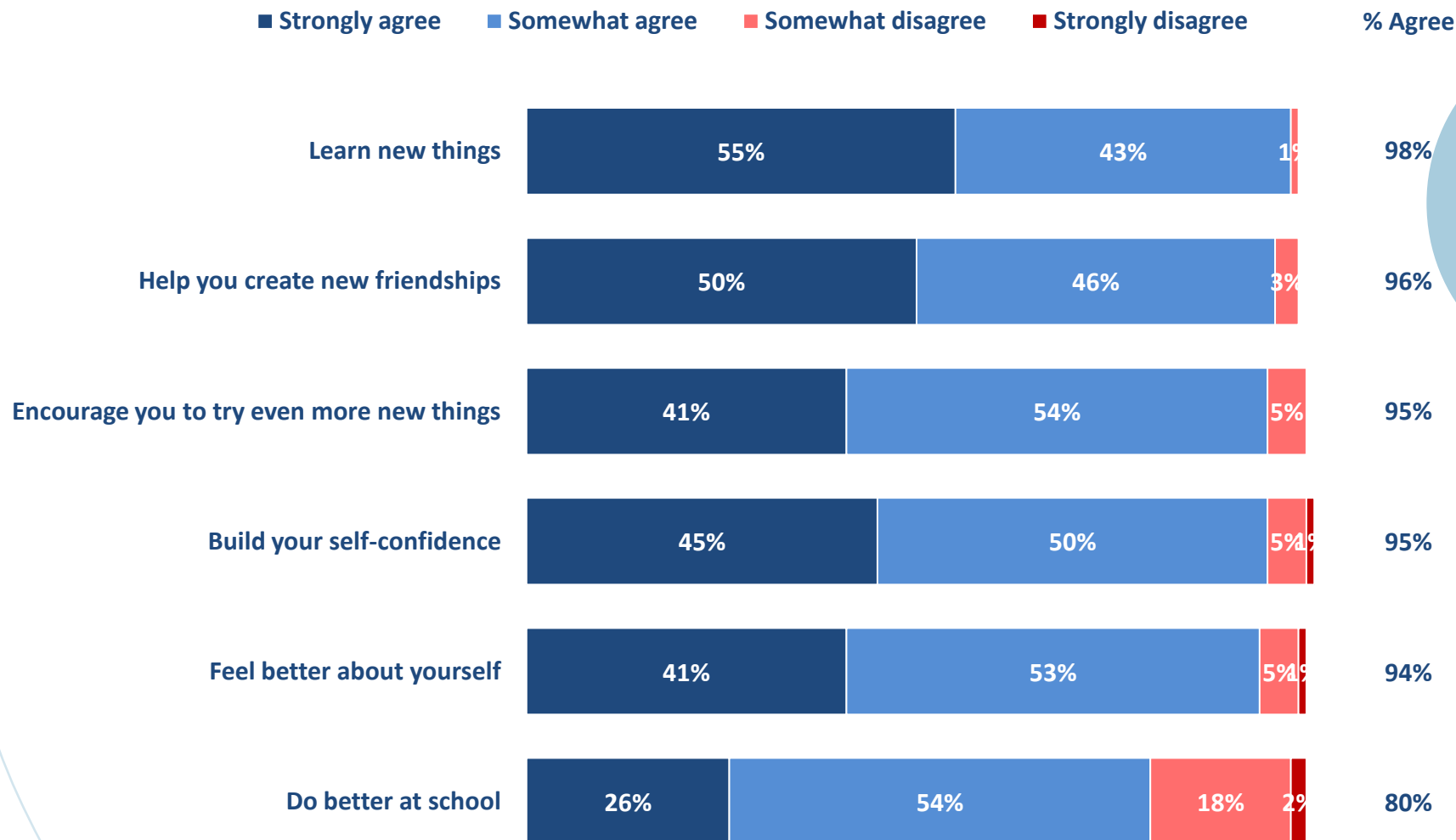
Moms and Mentors Seen to Play a Helpful Role



Objectives and Methodology

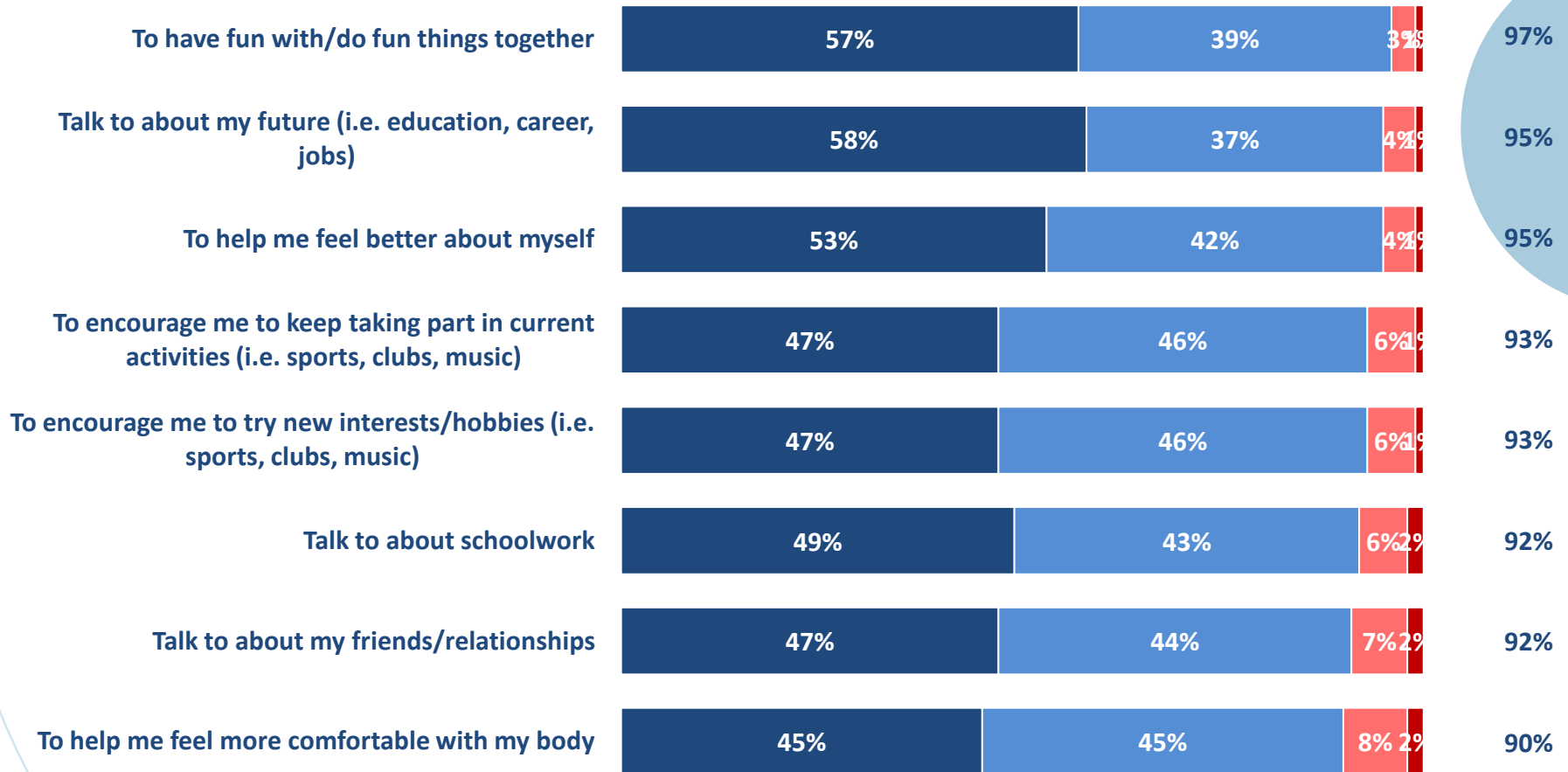
- Dove commissioned Ipsos Reid to conduct a national online study that surveyed the opinions of Canadian girls, aged 11-17, and their habits and attitudes when it comes to participating in various types of sports and activities.
- This report presents the findings of the Ipsos Reid study conducted from March 28th to April 4th, 2013.
- For this survey, a sample of 807 girls, aged 11-17, from Ipsos' Canadian online panel was interviewed online with the permission of a parent or guardian.
- The precision of Ipsos online surveys are measured using a credibility interval. In this case, the survey is accurate to within +/- 3.9 percentage points, 19 times out of 20, of what the results would have been, had the entire population of girls aged 11-17 in Canada been surveyed.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Participating in Organized Activities Seen to Play Important Role in Development

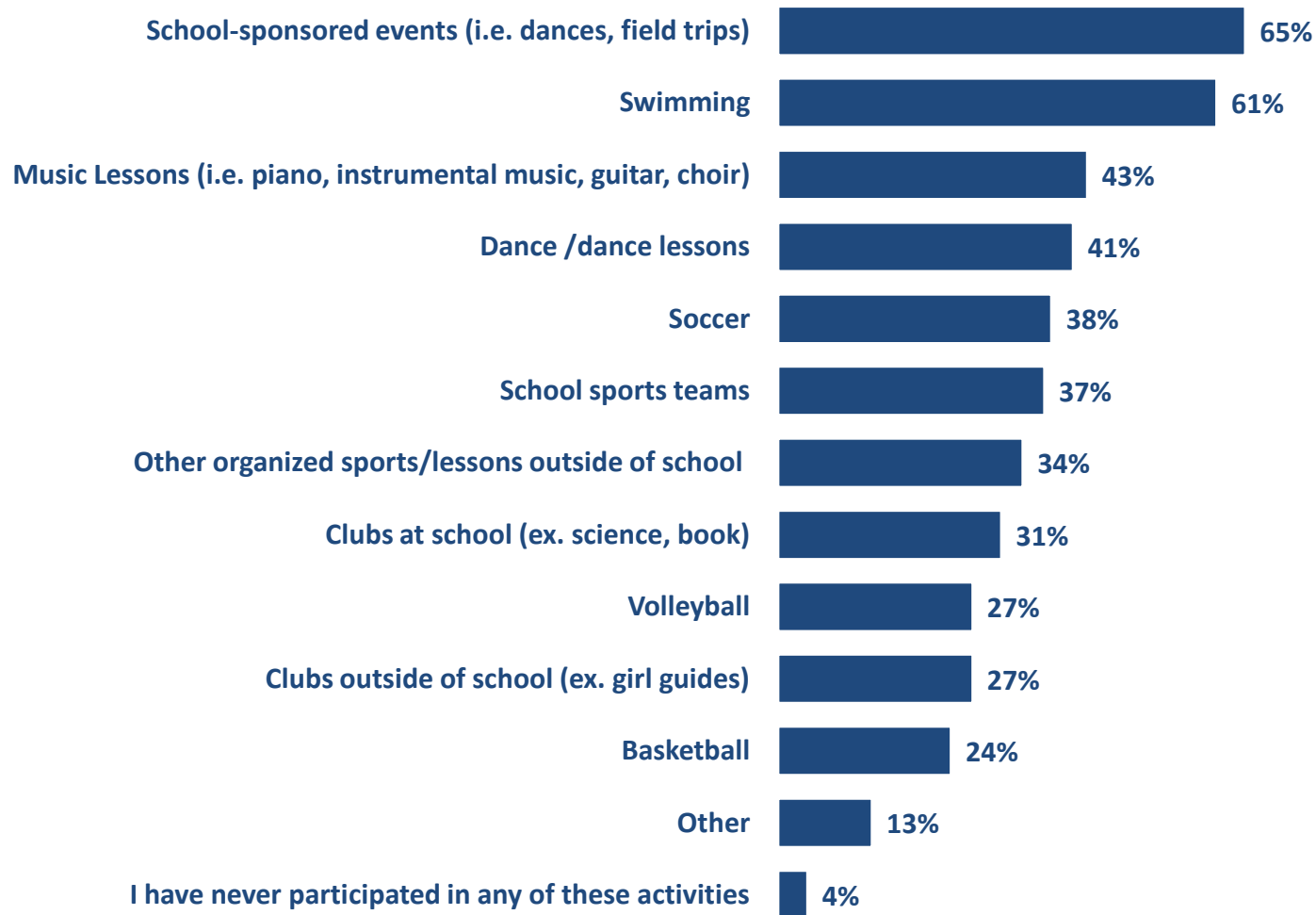


Moms and Role Models Play a Helpful Role

■ Strongly agree
■ Somewhat agree
■ Somewhat disagree
■ Strongly disagree
% Agree



Most Common Activities





Contact Information

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