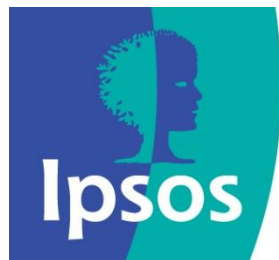


# Canadian Girls Report Participating in Sports and Activities Plays Important Role in Development *Moms and Mentors Seen to Play a Helpful Role*

Public Release Date: Tuesday, April 9<sup>th</sup>, 2013, 4:00 PM EST



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FOR IMMEDIATE RELEASE

April 9, 2013

## **Canadian Girls Report Participating in Sports and Activities Plays Important Role in Development *Moms and Mentors Seen to Play a Helpful Role***

**Toronto, ON** – A new survey conducted by Ipsos Reid on behalf of Dove reveals that many Canadian girls aged 11-17 believe participating in sports and other activities is beneficial to their development for a number of reasons.

Half 'strongly agree' that taking part in organized activities helps or could help them 'learn new things' (55% strongly/43% somewhat agree), 'create new friendships' (50% strongly/46% somewhat agree), and 'build self-confidence' (45% strongly/50% somewhat agree). Two in five 'strongly agree' that participating in organized activities can help 'encourage them to try even more new things' (41% strongly/54% somewhat agree) or 'feel better about themselves' (41% strongly/54% somewhat agree). One in four 'strongly agree' participation can help them 'do better in school' (26% strongly/54% somewhat agree).

### *Having a Positive Influence Helps...*

For many young Canadian girls, moms and role models are seen to be helpful for a wide variety of related purposes. A majority 'strongly agree' that having a mom or role model in their life helps to 'have fun with or do fun things together' (57% strongly/39% somewhat

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agree), 'talk to about their future' (58% strongly/38% somewhat agree), or 'help them feel better about themselves' (53% strongly/42% somewhat agree). Other aspects that Canadian moms or other role models can help their girls with are to ...

- Encourage them to keep taking part in current activities (47% strongly agree/46% somewhat agree)
- Encourage them to try new interests/hobbies (47% strongly agree/46% somewhat agree)
- Talk about schoolwork (49% strongly agree/43% somewhat agree)
- Talk to about their friends/relationships (48% strongly agree/44% somewhat agree)
- Help them feel more comfortable with their body (45% strongly agree/45% somewhat agree)

### *Most Common Activities...*

A majority of girls are currently active in or have been active in school-sponsored events (65%) or swimming (61%). Two in five participate or have participated in music lessons (43%), dance or dance lessons (41%), soccer (38%), or school sports teams (37%). The following table outlines in full the types of organized activities that young Canadian girls are active or have been active in:

<u>Activity</u>	<u>Participation</u>
School-sponsored events	65%
Swimming	61%
Music lessons	43%
Dance/dance lessons	41%
Soccer	38%
School sports teams	37%



Other organized sports/lessons outside school	34%
Clubs at school	31%
Volleyball	27%
Clubs outside of schools	27%
Basketball	24%
Other	13%
I have never participated in any of these activities	4%

*The findings are taken from an Ipsos Reid survey conducted between March 28 and April 4, 2013 on behalf of Dove Canada. For this survey, a sample of 807 Canadian girls, ages 11-17 from Ipsos' Canadian online panel were interviewed online with the permission of their parents or guardians. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.9 percentage points had all Canadian girls aged 11-17 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.*

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